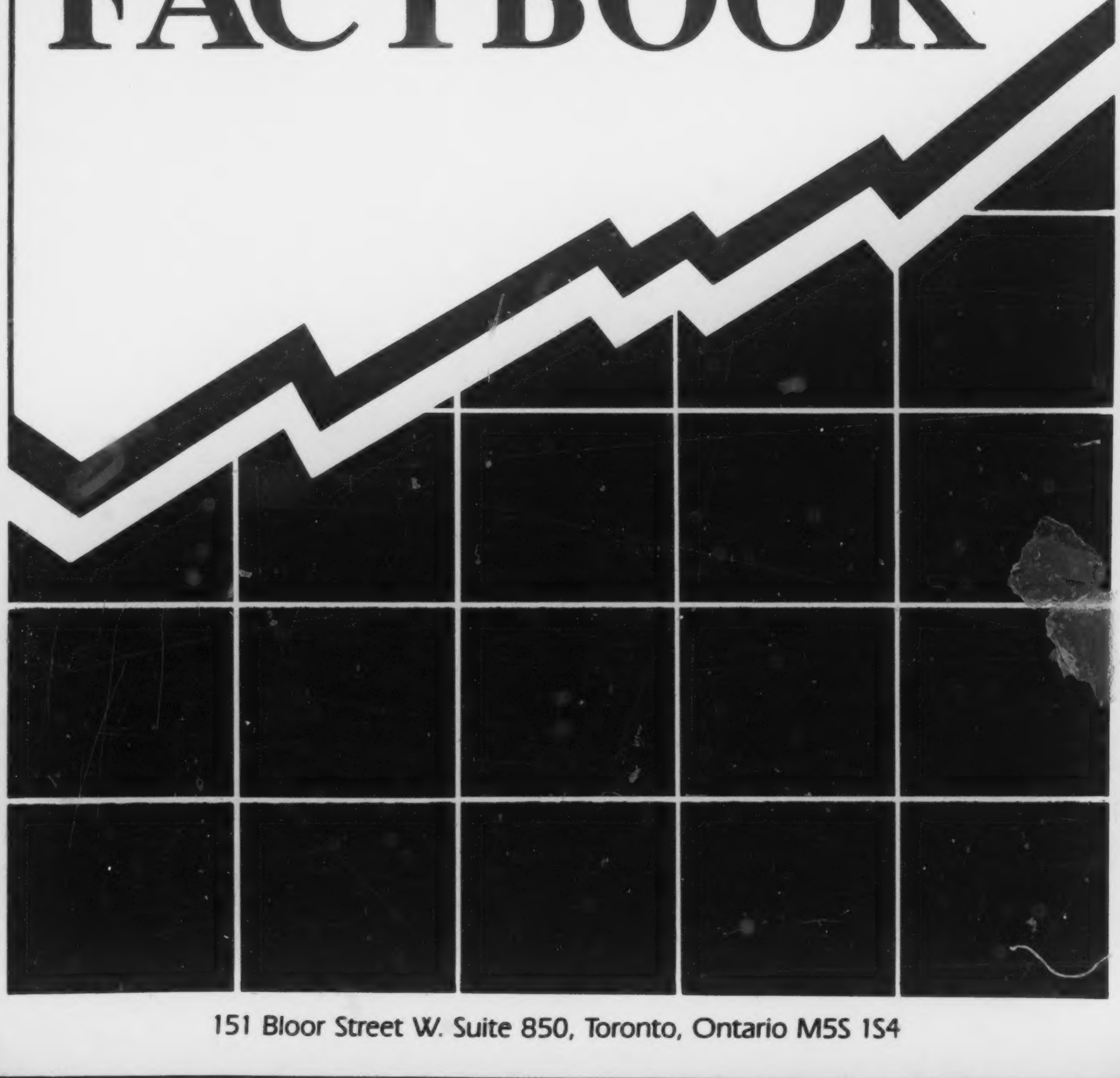
A3325-2-U

Audit Bureau of Circulations

1991 Canadian
NEWSPAPER CIRCULATION FACTBOOK



151 Bloor Street W. Suite 850, Toronto, Ontario M5S 1S4

Audit Bureau of Circulations

1991 Canadian
NEWSPAPER CIRCULATION
FACTBOOK

Dailies & Weeklies

COVERAGE ANALYSIS BY:

- County
- Census Division
- Major Market

151 Bloor Street W. Suite 850, Toronto, Ontario M5S 1S4

"The objects of the Audit Bureau of Circulations shall be to issue standardized statements of circulation data or other data reported by a member; to verify the figures shown in these statements by auditors' examination of any and all records considered by the Bureau to be necessary; and to disseminate data for the benefit of advertisers, advertising agencies, and others interested in facts in the advertising and publishing industry.

"Each member's statement and each Audit Report issued by the Bureau shall embrace figures and facts bearing on the quality as well as the quantity of circulation data and other data reported. The figures in the Audit Report shall be those verified by the Bureau auditors.

"Facts, without opinion, to be reported."

— Article I of the Bylaws of the
Audit Bureau of Circulations

ABC FACTBOOK - 1991
Canadian Newspaper Circulation

Table of Contents

FOREWORD i
Introduction iii
Canadian Daily Newspaper Members by Province v - vi
Canadian Daily Newspaper Members by Affiliation vii
Canadian Weekly Newspaper Members by Province ix - x

PART I

Daily Newspapers - Users' Guide 1
Section A - Circulation by Market, County, Census Division 3 - 78
Section B - County and Census Division Circulation & Coverage 79 - 124
Section C - Major Market Circulation & Coverage 125 - 131
Section D - Circulation Trend Data 133 - 145
Section E - Ranking by Circulation Size 147 - 153

PART II

Weekly Newspapers - Users' Guide 155
Section A - Circulation by Market, County, Census Division 157 - 191
Section B - County and Census Division Circulation & Coverage 193 - 215
Section C - County and Census Division Circulation by Province and City 217 - 222

PART III

Daily and Weekly Newspapers - Users' Guide 223
Section A - County and Census Division Circulation & Coverage 225 - 275

MAPS

Provincial Map Series 277 - 296

Copyright © 1991 Audit Bureau of Circulations. All rights reserved.
No part of this may be reproduced without permission in writing from the
Audit Bureau of Circulations.

ABC:
AN INTRODUCTION

Created to Meet a Need

ABC was formed in 1914 when advertisers, advertising agencies and publishers established ground rules for circulation auditing. ABC was created to enforce those rules and to provide audited circulation information to both the buyers and the sellers of advertising space.

The need for audited circulation stemmed from the need for credibility. Publishers needed independent verification to sell advertising space and to provide a basis for their rates. Advertisers and advertising agencies needed to know their print media decisions were being based upon independently verified circulation data.

These needs persist today although methods of buying and selling print advertising space have changed. ABC continues to serve its members by providing needed data in useful formats.

Verified Circulation

While today's media planning is dependent upon a variety of research – subscriber demographics, for instance – the cornerstone of all this data continues to be verified circulation figures.

Many publishers base their advertising rates on circulation. Buyers use circulation figures to decide where their advertising budgets should be spent. With an ABC audit, publishers can offer buyers an independent verification that their circulation claims are accurate.

ABC auditors examine and evaluate publishers' circulation claims by checking such items as press runs, distribution methods and financial records.

The auditors' findings become the Audit Report, an ABC-produced report containing comprehensive breakdowns of the publication's paid circulation and, where ABC rules allow, an analysis of non-paid circulation. Audits generally are conducted annually, although some smaller circulation publications have audits done every other year.

ABC Reports

ABC provides circulation information to its members in a variety of reports and formats. Audit Reports are supplemented every six months by statements that publisher members submit to ABC. These Publisher's Statements, which are subject to audit, are issued by ABC to provide the most up-to-date information possible.

From these basic reports come a number of other reports. For instance, FAS-FAX reports compile pertinent information from all Publisher's Statements.

Most circulation information is available either in hard-copy formats or electronically through ABC's Circulation Data Bank. The Data Bank maintains county circulation and occupied household data for each member newspaper. Members can request custom reports that can include specific ABC data, the member's own proprietary data and other information. Data Bank report formats include personal computer diskettes, laser-printed reports, magnetic tape, annual reference volumes and on-line access through timesharing services.

Foreword

The ABC NEWSPAPER CIRCULATION FACTBOOK has been published annually since 1971, when it was developed at the request of Canadian media planners for a convenient and comprehensive reference source on newspaper circulation and coverage in Canadian markets. It can also be obtained in diskette form at moderate cost.

Data reported in this Factbook are derived from the latest ABC Audit Report for each member newspaper. Much of the circulation data reported herein can be readily updated from subsequent ABC FAS-FAX and member Publisher's Statements.

In addition to the Factbook, ABC offers a variety of computer generated Data Bank services covering county-unit tabulations structured to meet users' specific requirements. Numerous Data Bank reports and services are available without charge to ABC members. Further information on these services is available on request from any ABC office.

Headquarters:
(708) 605-0909
900 N. Meacham Road
Schaumburg, Illinois
60173-4968

Canada:
(416) 962-5840
151 Bloor Street W.
Suite 850
Toronto, Ontario
M5S 1S4

New York:
(212) 867-8992
420 Lexington Ave.
Suite 2816
New York, New York
10170-0001

Introduction

The Canadian FACTBOOK consists of three major parts, plus a map section. Part I contains five sections of data for Daily, Saturday and Sunday issues of daily newspaper members and the markets they serve. Part II provides circulation and coverage data for weekly newspaper members. Part III provides circulation and coverage data for both daily and weekly member newspapers. Each section is printed on a different color for easy reference. Provincial maps at the back of this volume depict boundaries as defined in the 1986 census. Only those towns where ABC member newspapers are located, plus others which have a census population of 1,000 or more, are included.

SECTION A - Individual Newspaper Circulation by Market, County, Census Division

Section A shows paid circulation coverages from the most recent ABC Audit Report for daily newspaper members in Part I and weekly newspaper members in Part II. These data are reported alphabetically within provinces which are listed geographically from east to west.

County and Census Division circulation analysis follows the listing of market circulation averages. Paid circulation not analyzed by county or census division is included in the "Remainder of Circulation" total. An asterisk identifies each newspaper's county or census division of publication.

The circulation/occupied household ratio is reported for each reporting market. The percentage of total paid circulation is shown for each component figure. Map reference coordinates shown for each newspaper's city of publication will aid in locating markets on the maps located at the back of this volume.

French language newspapers are identified with the code (F) following the newspaper name.

SECTION B - County and Census Division Circulations

These alphabetical listings of counties or census divisions by province in Parts I and II show circulation and household coverage ratios of each member paper with significant circulation in the area.

SECTION C - Daily and Weekly Newspaper Circulation

These sections in Parts I and II provide daily newspaper circulation and coverage in major markets and weekly newspaper circulation in alphabetical sequence by province and city.

SECTION D - Five Year Circulation Trends in Metropolitan Areas

Section D of Part I provides five-year circulation and coverage data for all daily newspapers in the 25 census metropolitan areas.

SECTION E - Ranking by Circulation Size

Section E of Part I ranks daily newspapers by total circulation. It includes a separate circulation size ranking for Sunday editions.

Map Section

Provincial maps, placed at the back of this book, depict county or census division boundaries as defined in the 1986 census. Only those towns which contain an ABC publisher member, and others with 1,000 plus populations, are shown.

Map reference coordinates shown in each newspaper city of publications will aid in locating markets on maps.

ABC Daily Newspaper Members - CANADA

Newfoundland

CORNER BROOK
The Western Star (Eve)

ST. JOHN'S
The Evening Telegram (Eve)
The Sunday Telegram (Sun)
The Weekend Evening Telegram (Wknd)

Prince Edward Island

CHARLOTTETOWN
Guardian (Morn)
Patriot (Eve)

SUMMERSIDE
The Journal-Pioneer (Eve)

Nova Scotia

AMHERST
Amherst Daily News, The Citizen (Morn & Sat)

HALIFAX
The Chronicle-Herald (Morn)
The Daily News (Morn & Sun)
The Mail-Star (Eve)

NEW GLASGOW
News (Eve)

SYDNEY
Cape Breton Post (Morn)

TRURO
Daily News (Eve)

New Brunswick

CARAQUET
L'Acadie Nouvelle (Morn)

FREDERICTON
The Daily Gleaner (Eve)

MONCTON
The Moncton Times - Transcript (Eve & Sat)

SAINT JOHN
Telegraph-Journal (Morn)
Times-Globe (Eve)

Quebec

CHICOUTIMI
Progrès-Dimanche (Sun)
Le Quotidien (Morn)

GRANBY
La Voix de l'Est (Morn)

MONTREAL
Le Devoir (Morn)
The Gazette (Morn & Sun)
Le Journal de Montreal (Morn & Sun)
La Presse (Morn & Sun)

QUEBEC
Le Journal de Québec (Morn & Sun)
Le Soleil (Morn & Sun)

SHERBROOKE
Record (Morn)
La Tribune (Morn)

TROIS-RIVIERES
Le Nouvelliste (Morn)

Ontario

BARRIE
Examiner (Eve)

BELLEVILLE
Intelligencer (Eve)

BRANTFORD
The Expositor (Eve)

BROCKVILLE
The Brockville Recorder and Times (Eve)

BURLINGTON
Burlington Spectator (Eve)

CAMBRIDGE
Cambridge Reporter (Eve)

CHATHAM
News (Eve)

COBOURG
Cobourg Daily Star (Eve)

CORNWALL
Standard-Freeholder (Eve)

GUELPH
Mercury (Eve)

HAMILTON
The Hamilton Spectator (Eve)

KENORA
Kenora Miner & News (Eve)

KINGSTON
The Whig-Standard (Eve)

KIRKLAND LAKE
Northern Daily News (Eve)

KITCHENER-WATERLOO
Record (Eve)

LINDSAY
Post (Eve)
Thursday Post (Wkly)

LONDON
The London Free Press (Morn)

NIAGARA FALLS
Niagara Falls Review (Eve)

NORTH BAY
The Nugget (Eve)

ORILLIA
The Daily Packet & Times (Eve)

OSHAWA
Times (Eve)

OTTAWA
Le Droit (All Day & Sat Eve)
The Ottawa Citizen (All Day, Sat Morn & Sun)
The Ottawa Sun (All Day & Sun)

OWEN SOUND
Sun-Times (Eve)

PEMBROKE
Observer (Eve)

PETERBOROUGH
Examiner (Eve & Sun)

PORT HOPE
The Evening Guide (Eve)

ST. CATHARINES
Standard (Eve)

ST. THOMAS
Times-Journal (Eve)

SARNIA
The Observer (Eve)

SAULT STE. MARIE
Sault Star (Eve)

SIMCOE
Reformer (Eve)

STRATFORD
The Beacon-Herald (Eve)

SUDBURY
Star (Eve)

THUNDER BAY
Chronicle-Journal (Eve)
Times-News (Morn, Sat & Sun)

TIMMINS
Press (Eve)

TORONTO
Daily Commercial News and Construction Record (Daily)
Daily Racing Form (Morn & Sun)
The Financial Post (Morn)
The Toronto Star (All Day, Sat & Sun)
The Toronto Sun (Morn, Sat & Sun)

WELLAND-PORT COLBORNE
Evening Tribune (Eve)

WINDSOR
Star (Eve)

WOODSTOCK
Sentinel-Review (Eve)

Manitoba

BRANDON
Sun (Eve & Sun)

PORTAGE LA PRAIRIE
Daily Graphic (Eve)

WINNIPEG
Free Press (Eve, Sat Morn & Sun)
The Winnipeg Sun (Morn & Sun)

Saskatchewan

MOOSE JAW
The Moose Jaw Times-Herald (Eve)

PRINCE ALBERT
The Daily Herald (Eve)

REGINA
The Leader-Post (Eve)

SASKATOON
Star Phoenix (All Day)

Alberta

CALGARY
Calgary Herald (Morn)
The Calgary Sun (Morn)
Sunday Herald (Sun)
The Sunday Sun (Sun)

EDMONTON
The Edmonton Sun (Morn & Sun)
The Edmonton Journal (Morn & Sun)

FORT McMURRAY
Fort McMurray Today (Eve)

GRANDE PRAIRIE
Herald-Tribune (Eve)

LETHBRIDGE
Herald (Eve)

MEDICINE HAT
News (Eve)

RED DEER
Red Deer Advocate (Eve)

Daily Newspapers - continued on back

ABC Daily Newspaper Members - CANADA - continued

British Columbia

CRANBROOK	
The Daily Townsman	(Eve)
FORT ST. JOHN	
Alaska Highway News	(Eve)
KAMLOOPS	
The Kamloops News	(Eve)
KELOWNA	
The Daily Courier	(Eve)
NANAIMO	
Free Press	(Eve)
NELSON	
News	(Eve)
PENTICTON	
Herald	(Eve)
PORT ALBERNI	
Alberni Valley Times	(Eve)
PRINCE GEORGE	
The Citizen	(Eve)
PRINCE RUPERT	
Daily News	(Eve)
TRAIL	
Times	(Eve)
VANCOUVER	
The Province	(Morn & Sun)
The Vancouver Sun	(Eve)
VERNON	
Daily News	(Eve)
VICTORIA	
Times-Colonist	(Morn & Sun)

Yukon Territory

WHITEHORSE	
The Whitehorse Star	(Eve)

Canadian Daily Newspapers by Affiliation

CHAIN
- PROVINCE
  - Publication

ARMADALE COMPANY LIMITED
- SASKATCHEWAN
  - Regina Leader-Post
  - Saskatoon Star-Phoenix

BURGOYNE GROUP
- ONTARIO
  - St. Catharines Standard
  - Cobourg Daily Star
  - Port Hope Evening Guide

GESCA INC.
- QUEBEC
  - Granby La Voix de L'Est (F)
  - Montreal La Presse (F)
  - Sherbrooke La Tribune (F)
  - Trois Rivieres Le Nouvelliste (F)

HOLLINGER INC.
- PRINCE EDWARD ISLAND
  - Summerside Journal Pioneer
- QUEBEC
  - Quebec Le Soleil (F)
  - Chicoutimi Le Quotidien (F)
- ONTARIO
  - Ottawa Le Droit (F)
- BRITISH COLUMBIA
  - Port Alberni Valley Times
  - Trail Times
  - Nelson News
  - Cranbrook Townsman
  - Prince Rupert News
  - Fort St. John Alaska Highway News

IRVING NEWSPAPERS
- NEW BRUNSWICK
  - Fredericton Gleaner
  - Moncton Times-Transcript
  - Saint John Telegraph-Journal
  - Saint John Times Globe

QUEBECOR
- QUEBEC
  - Le Journal de Montreal (F)
  - Le Journal de Québec (F)
  - Sherbrooke Record
- MANITOBA
  - Winnipeg Sun

SOUTHAM
- QUEBEC
  - Montreal Gazette
- ONTARIO
  - Brantford Expositor
  - Burlington Spectator
  - Hamilton Spectator
  - Kingston Whig Standard
  - Kitchener-Waterloo Record
  - North Bay Nugget
  - Ottawa Citizen
  - Owen Sound Sun-Times
  - Sault Ste. Marie Sault Star
  - Windsor Star
- ALBERTA
  - Calgary Herald
  - Edmonton Journal
  - Medicine Hat News
- BRITISH COLUMBIA
  - Kamloops News
  - Prince George Citizen
  - Vancouver Province
  - Vancouver Sun

TORONTO SUN PUBLISHING CORP.
- ONTARIO
  - Kenora Miner and News
  - Toronto Sun
  - The Financial Post
  - Ottawa Sun

TORONTO SUN PUBLISHING CORP. (Continued)
- MANITOBA
  - Portage La Prairie Graphic
- ALBERTA
  - Calgary Sun
  - Edmonton Sun
  - Fort McMurray Today
  - Grande Prairie Herald-Tribune

THOMSON NEWSPAPERS
- NEWFOUNDLAND
  - Corner Brook Western Star
  - St. John's Telegram
- PRINCE EDWARD ISLAND
  - Charlottetown Guardian
  - Charlottetown Patriot
- NOVA SCOTIA
  - New Glasgow News
  - Sydney, Cape Breton Post
  - Truro News
- ONTARIO
  - Barrie Examiner
  - Belleville Intelligencer
  - Cambridge Reporter
  - Chatham News
  - Cornwall Standard-Freeholder
  - Guelph Mercury
  - Kirkland Lake Northern News
  - Lindsay Post
  - Niagara Falls Review
  - Orillia Packet & Times
  - Oshawa Whitby Times
  - Pembroke Observer
  - Peterborough Examiner
  - St. Thomas Times-Journal
  - Sarnia Observer
  - Simcoe Reformer
  - Sudbury Star
  - Thunder Bay Chronicle-Journal
  - Thunder Bay Times-News
  - Timmins Press
  - Welland Port Colborne Tribune
  - Woodstock Sentinel Review
- MANITOBA
  - Brandon Sun
  - Winnipeg Free Press
- SASKATCHEWAN
  - Moose Jaw Times-Herald
  - Prince Albert Herald
- ALBERTA
  - Lethbridge Herald
- BRITISH COLUMBIA
  - Kelowna Courier
  - Nanaimo Free Press
  - Penticton Herald
  - Vernon News
  - Victoria Times-Colonist

INDEPENDENTS
- NOVA SCOTIA
  - Amherst News
  - Halifax News
  - Halifax Chronicle-Herald
  - Halifax Mail Star
- NEW BRUNSWICK
  - Caraquet L'Acadie Nouvelle (F)
- QUEBEC
  - Montreal Le Devoir (F)
- ONTARIO
  - Brockville Recorder and Times
  - London Free Press
  - Stratford Beacon-Herald
  - Toronto Star
- ALBERTA
  - Red Deer Advocate
- YUKON
  - Whitehorse Star

(F) = French language newspaper
Source: Canadian Daily Newspaper Association

ABC Weekly Newspaper Members - CANADA

Prince Edward Island

ALBERTON	West Prince Graphic	(Wkly)
MONTAGUE	The Eastern Graphic	(Wkly)

Nova Scotia

KENTVILLE	Advertiser	(Wkly)
PORT HAWKSBURY	The Reporter	(Wkly)
YARMOUTH	The Vanguard	(Wkly)

New Brunswick

BATHURST	The Northern Light	(Wkly)
CHATHAM	Miramichi Weekend	(Wkly)
DALHOUSIE	Dalhousie News	(Wkly)
DOAKTOWN	Miramichi Headwaters	(Wkly)
EDMUNDSTON	Le Madawaska	(Wkly)
NEWCASTLE	Miramichi Leader	(Wkly)
SACKVILLE	The Sackville Tribune-Post	(Wkly)
SUSSEX	The Kings County Record	(Wkly)

Quebec

AMOS	L'Echo d'Amos	(Wkly)
CAP AUX MEULES	Le Radar	(Wkly)
CHIBOUGAMAU	La Sentinelle de Chibougamau-Chapais	(Wkly)
HUNTINGDON	Gleaner	(Wkly)
JOLIETTE	Joliette Journal	(Wkly)
LA SARRE	L'Echo d'Abitibi-Ouest	(Wkly)
LOUISEVILLE	L'Echo de Louiseville/Berthier	(Wkly)
MATANE	La Voix Gaspesienne	(Wkly)
MONTREAL	Echoes-Vedettes	(Wkly)
NEW CARLISLE	Spec Newspaper	(Wkly)
PLESSISVILLE	La Feuille d'Erable	(Wkly)
RIVIERE-DU-LOUP	Le St. Laurent, Echo	(Wkly)
ROUYN	La Frontiere	(Wkly)
ST. HYACINTHE	Le Courrier de St. Hyacinthe	(Wkly)
ST. JEAN	Le Canada Francais	(Wkly)
ST. JEROME	L'Echo du Nord	(Wkly)
SHAWVILLE	The Equity	(Wkly)
VAL D'OR	L'Echo Abitibien	(Wkly)
VICTORIAVILLE	L'Union	(Wkly)

Ontario

ALEXANDRIA	The Glengarry News	(Wkly)
ALLISTON	The Alliston Herald	(Wkly)
ALMONTE	The Almonte Gazette	(Wkly)
ARNPRIOR	Arnprior Chronicle-Guide	(Wkly)
ATIKOKAN	The Atikokan Progress	(Wkly)
AYLMER	The Aylmer Express	(Wkly)
BLENHEIM	News-Tribune	(Wkly)
BRACEBRIDGE	The Herald-Gazette	(Wkly)
CARLETON PLACE	The Canadian	(Wkly)
CHESLEY	The Chesley Enterprise	(Wkly GAP)
COCHRANE	The Cochrane Northland Post	(Wkly)
COLLINGWOOD	Enterprise-Bulletin	(Wkly & Sat)
DELHI	Delhi News-Record	(Wkly)
DRYDEN	The Dryden Observer	(Wkly)
DUNNVILLE	Chronicle	(Wkly)
DURHAM	The Durham Chronicle	(Wkly GAP)
FORT FRANCES	Times	(Wkly)
GANANOQUE	The Reporter	(Wkly)
GRAVENHURST	Gravenhurst News	(Wkly)
HALIBURTON	The Haliburton County Echo	(Wkly)
HANOVER	The Post	(Wkly)
HUNTSVILLE	The Forester	(Wkly)
IROQUOIS FALLS	The Enterprise	(Wkly)
LEAMINGTON	Leamington Post	(Wkly)
LITTLE CURRENT	The Manitoulin Expositor	(Wkly)
MARKDALE	The Markdale Standard	(Wkly GAP)
MEAFORD	The Express	(Wkly)
MIDLAND	The Free Press	(Semi Wkly)
ORANGEVILLE	Banner	(Semi Wkly)
PAISLEY	Paisley Tara Advocate-Leader	(Wkly GAP)
PERTH	Courier	(Wkly)
PORT ELGIN	The Beacon Times	(Wkly GAP)
RENFREW	The Mercury	(Wkly)
SMITHS FALLS	The Record News	(Wkly)
STITTSVILLE	The Stittsville News	(Wkly)
STRATHROY	The Age Dispatch	(Wkly)
TILLSONBURG	News	(Tri Wkly)
TRENTON	The Trentonian & Tri County News	(Tri Wkly)
WIARTON	Echo	(Wkly GAP)

Manitoba

STEINBACH	The Carillon	(Wkly)
VIRDEN	Empire-Advance	(Wkly)

Saskatchewan

ASSINIBOIA	Times	(Wkly GAP)
BALGONIE	City's Edge	(Wkly GAP)
BENGOUGH	Cross-Country Connection	(Wkly GAP)
CANORA	Courier	(Wkly GAP)
CARLYLE	Observer	(Wkly GAP)
CUT KNIFE	Hwy. 40 Courier	(Wkly GAP)
DAVIDSON	Leader	(Wkly GAP)
ESTERHAZY-POTASHVILLE	Miner-Journal	(Wkly GAP)
ESTEVAN	Mercury	(Wkly GAP)
FOAM LAKE	Review	(Wkly GAP)
HUDSON BAY	Post-Review	(Wkly GAP)
HUMBOLDT	Journal	(Wkly GAP)
INDIAN HEAD	Indian Head-Wolseley News	(Wkly GAP)
ITUNA	News	(Wkly GAP)
KAMSACK	Times	(Wkly GAP)
KELVINGTON	Radio	(Wkly GAP)
KERROBERT	Citizen	(Wkly GAP)
KINDERSLEY	Clarion	(Wkly GAP)

Weekly Newspapers - continued on back

GAP = Grou[illegible] Plan

ABC Weekly Newspaper Members - CANADA - continued

LA RONGE	The Northerner	(Wkly GAP)
LANGENBURG	Four-Town Journal	(Wkly GAP)
LANIGAN	Advisor	(Wkly GAP)
LEADER	News	(Wkly GAP)
LEMBERG	Highway 22 Review	(Wkly GAP)
MAPLE CREEK	News	(Wkly GAP)
MEADOW LAKE	Progress	(Wkly GAP)
MELVILLE	Advance	(Wkly GAP)
MOOSOMIN	World Spectator	(Wkly GAP)
NAICAM	News	(Wkly GAP)
NIPAWIN	Journal	(Wkly GAP)
NOKOMIS	Last Mountain Times	(Wkly GAP)
NORQUAY	North Star	(Wkly GAP)
NORTH BATTLEFORD	The Battlefords News-Optimist	(Wkly & Sun GAP)
OUTLOOK	The Outlook	(Wkly & Sun GAP)
PREECEVILLE	Progress	(Wkly GAP)
RADVILLE	Star	(Wkly GAP)
REDVERS	The Optimist	(Wkly GAP)
ROSE VALLEY	View From Here	(Wkly GAP)
ROSTHERN	Saskatchewan Valley News	(Wkly GAP)
SEMANS	Hiway 15 Gazette	(Wkly GAP)
SHELLBROOK	Chronicle	(Wkly GAP)
SPIRITWOOD	Herald	(Wkly GAP)
SWIFT CURRENT	Sun	(Semi Wkly)
TISDALE	Tisdale Recorder	(Wkly GAP)
UNITY	Northwest Herald	(Wkly GAP)
WADENA	News	(Wkly GAP)
WATROUS	Manitou	(Wkly GAP)
WEYBURN	Review	(Wkly GAP)
WHITEWOOD	Herald	(Wkly GAP)
WILKIE	The Press	(Wkly GAP)
WYNYARD	Advance	(Wkly GAP)
YORKTON	Enterprise	(Semi Wkly)

Alberta

BEAVERLODGE	The Advertiser	(Wkly)
CARDSTON	Chronicle	(Wkly GAP)
CORONATION	The Coronation Review	(Wkly GAP)
ECKVILLE	Examiner	(Wkly GAP)
FAIRVIEW	The Post	(Wkly)
FORT MACLEOD	Gazette	(Wkly GAP)
FORT VERMILION	Northern Pioneer	(Wkly GAP)
GRIMSHAW	Mile Zero News	(Wkly GAP)
HIGH LEVEL	Echo	(Wkly GAP)
HIGH RIVER	Times	(Wkly)
LACOMBE	Globe	(Wkly GAP)
MANNING	Banner Post	(Wkly GAP)
PINCHER CREEK	Echo	(Wkly GAP)
RAYMOND	Raymond Review	(Wkly GAP)
RIMBEY	Record	(Wkly GAP)
ROCKY MOUNTAIN HOUSE	The Mountaineer	(Wkly GAP)
RYCROFT	The Signal	(Wkly)
SEDGEWICK	The Community Press	(Wkly)
STETTLER	The Stettler Independent	(Wkly GAP)
SYLVAN LAKE	News	(Wkly GAP)
THREE HILLS	The Three Hills Capital	(Wkly)
WAINWRIGHT	Wainwright Star Chronicle	(Wkly)

British Columbia

CAMPBELL RIVER	The Campbell River Courier The Upper Islander	(Wkly) (Wkly)
CASTLEGAR	Castlegar News	(Wkly & Sun)
COURTENAY	Comox District Free Press	(Semi Wkly)
CRESTON	The Creston Valley Advance	(Semi Wkly)
PORT HARDY	North Island Gazette	(Wkly)
POWELL RIVER	The Power River News	(Wkly)
REVELSTOKE	Revelstoke Review	(Wkly)
RICHMOND	Buy and Sell Press	(Wkly)

Northwest Territories

HAY RIVER	The Hub	(Wkly)

GAP = Group Audit Plan

Users' Guide to Part I

DAILY NEWSPAPER ANALYSIS

Part I analyzes circulation data for daily newspapers and the markets they serve. Each of the five sections is printed on a different color paper for ease of reference. Map reference coordinates relate to the provincial maps located at the back of this volume.

SECTION A - Daily Newspaper Circulation by Market, County, Census Division

This section lists total paid circulation averages for each newspaper, extracted from the most recent ABC Audit Report. Separate figures are reported for each of the established market areas and for the total average paid circulation. Circulation figures are also reported for Census Metropolitan Areas. Listings for all newspapers published within these census-defined markets report circulation for the market within which each is published.

The individual newspaper's county or census division circulation data follows the listing of market data. Home market circulation is shown plus figures for other counties or census divisions where the newspaper reports circulation of at least 250 copies or a 5 percent circulation/occupied household ratio. Other paid circulation is included in the "Remainder of Circulation" total.

Occupied households shown for newspaper markets and Census Metropolitan Areas are ABC estimates for the year in which the audit period ended. Occupied households for Counties and Census Divisions are 1989 estimates.

It should be noted that circulation figures for Census Metropolitan Areas, Counties and Census Divisions are extracted from Paragraph 3 of ABC Audit Reports and, as such, do not necessarily represent the average for all daily issues. Under ABC rules, a separation of averages is required where daily circulation on a given day or days is considered abnormally high or low.

SECTION B - County and Census Division Circulation & Coverage

These alphabetical and numeric listings of counties or census divisions by province report the circulation and circulation/occupied household ratio of all daily newspaper members having circulation of at least 250 copies or a 5 percent circulation/occupied household ratio. As in Section A, 1990 occupied household estimates are shown.

SECTION C - Major Market Circulation & Coverage

Publisher reported or ABC compiled circulation data coupled with 1990 estimated population and occupied households are provided in this section for major markets where ABC member daily newspapers circulate. These major markets are listed by size, according to the total market population. Map reference coordinates, provided to aid in locating markets, relate to the provincial maps located at the back of this volume.

Newspaper circulation within these census-defined areas with the circulation/occupied household ratio is shown for all member daily newspapers having circulation of at least 500 copies in the area. Newspapers published in the market area are identified by an asterisk.

SECTION D - Five Year Circulation Trends In Metropolitan Areas

Five year trend data on circulation of daily newspapers in the 25 Census Metropolitan Areas are included in this section. These include coverage ratios, single copy sales, subscription sales and their proportions of total circulation.

SECTION E - Circulation Rankings

The first table in this section ranks daily newspapers by total circulation for each edition. The second table ranks Sunday newspapers by total circulation.

Part I

SECTION A

Analysis of Daily Newspaper Circulation
By Market, County, Census Division, Regional District or Territory

This section lists paid circulation averages for each newspaper, extracted from the most recent ABC Audit Report. Separate figures are reported for each of the established market areas and for the total average paid circulation. Circulation figures are also reported for Census Metropolitan Areas. Listings for all newspapers published within these census-defined markets report circulation for the market within which each is published.

The individual newspaper's county or census circulation data follows the listing of market data. Home market circulation is shown plus figures for other counties or census divisions where the newspaper reports circulation of at least 250 copies or a 5 percent circulation/occupied household ratio. Other paid circulation is included in the "Remainder of Circulation" total.

Occupied households shown for newspaper markets and Census Metropolitan Areas are ABC estimates for the year in which the audit period ended. Occupied households for Counties and Census Divisions are 1990 estimates.

It should be noted that circulation figures for Census Metropolitan Areas, Counties and Census Divisions are extracted from Paragraph 3 of ABC Audit Reports and, as such, do not necessarily represent the average for all daily issues. Under ABC rules, a separation of averages is required where average circulation on a certain weekday differs from the averages for the other days by more than 15%.

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
NEWFOUNDLAND							
CORNER BROOK			M 4				
CORNER BROOK WESTERN STAR	9/90			EVE (M-S)			
CITY ZONE		7,200			5,330	74	47
RETAIL TRADING ZONE		15,900			5,199	33	46
TOTAL ZONES		23,100			10,529	46	94
TOTAL PAID CIRCULATION					11,238		
CENSUS DIVISION CIRCULATION							
NEWFOUNDLAND							
CEN. DIV. 04		8,100			2,411	30	22
* CEN. DIV. 05		13,900			7,945	57	71
CEN. DIV. 09		6,900			368	5	3
REMAINDER OF CIRCULATION					514		5
ST. JOHN'S			D14				
ST. JOHN'S TELEGRAM	9/90			EVE (M-F)			
CITY ZONE		30,500			21,016	69	53
RETAIL TRADING ZONE		77,400			17,753	23	45
TOTAL ZONES		107,900			38,769	36	98
CENSUS METROPOLITAN AREA		50,100			31,151	62	78
TOTAL PAID CIRCULATION					39,754		
CENSUS DIVISION CIRCULATION							
NEWFOUNDLAND							
* CEN. DIV. 01		73,600			36,101	49	91
CEN. DIV. 06		12,500			1,629	13	4
CEN. DIV. 07		13,300			858	7	2
CEN. DIV. 10		7,700			359	5	1
REMAINDER OF CIRCULATION					807		2
ST. JOHN'S TELEGRAM	9/90			WEEKEND			
CITY ZONE		30,500			24,482	80	42
RETAIL TRADING ZONE		77,400			30,903	40	53
TOTAL ZONES		107,900			55,385	51	96
CENSUS METROPOLITAN AREA		50,100			37,631	75	65
TOTAL PAID CIRCULATION					57,862		
CENSUS DIVISION CIRCULATION							
NEWFOUNDLAND							
* CEN. DIV. 01		73,600			47,544	65	82
CEN. DIV. 02		8,500			1,869	22	3
CEN. DIV. 06		12,500			2,899	23	5
CEN. DIV. 07		13,300			3,073	23	5
CEN. DIV. 08		15,300			501	3	1
CEN. DIV. 10		7,700			586	8	1
REMAINDER OF CIRCULATION					1,390		2

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
NEWFOUNDLAND								
ST. JOHN'S	(CONT.)			D14				
ST. JOHN'S TELEGRAM		9/90			SUNDAY			
CITY ZONE			30,500			18,376	60	50
RETAIL TRADING ZONE			77,400			17,787	23	48
TOTAL ZONES			107,900			36,163	34	97
CENSUS METROPOLITAN AREA			50,100			27,838	56	75
TOTAL PAID CIRCULATION						37,153		
CENSUS DIVISION CIRCULATION								
NEWFOUNDLAND								
* CEN. DIV. 01			73,600			32,670	44	88
CEN. DIV. 02			8,500			820	10	2
CEN. DIV. 06			12,500			1,551	12	4
CEN. DIV. 07			13,300			1,122	8	3
CEN. DIV. 10			7,700			323	4	1
REMAINDER OF CIRCULATION						667		2

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
PRINCE EDWARD ISLAND							
CHARLOTTETOWN			J18				
CHARLOTTETOWN GUARDIAN, PATRIOT	9/90			MORN/EVE (M-S)			
CITY ZONE		9,300			10,905	117	44
RETAIL TRADING ZONE		19,500			11,222	58	45
TOTAL ZONES		28,800			22,127	77	89
NEWSPAPER DESIGNATED MARKET		28,800			22,127	77	89
TOTAL PAID CIRCULATION					24,914		
COUNTY CIRCULATION							
PRINCE EDWARD ISLAND							
KINGS		6,500			3,761	58	15
PRINCE		14,800			2,406	16	10
* QUEENS		22,300			18,366	82	74
REMAINDER OF CIRCULATION					381		2
SUMMERSIDE			E12				
SUMMERSIDE JOURNAL-PIONEER	9/90			EVE (M-S)			
CITY ZONE		4,800			3,953	82	35
RETAIL TRADING ZONE		11,400			6,308	55	56
TOTAL ZONES		16,200			10,261	63	91
TOTAL PAID CIRCULATION					11,327		
COUNTY CIRCULATION							
PRINCE EDWARD ISLAND							
* PRINCE		14,800			10,094	68	89
QUEENS		22,300			808	4	7
REMAINDER OF CIRCULATION					425		4

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
NOVA SCOTIA							
AMHERST			G11				
AMHERST NEWS, CITIZEN	9/90			MORN (M-F)			
CITY ZONE		3,900			2,462	63	64
RETAIL TRADING ZONE		12,200			1,301	11	34
TOTAL ZONES		16,100			3,763	23	98
TOTAL PAID CIRCULATION					3,847		
COUNTY CIRCULATION							
NOVA SCOTIA							
* CUMBERLAND		13,500			3,738	28	97
REMAINDER OF CIRCULATION					109		3
AMHERST CITIZEN	9/90			SATURDAY			
CITY ZONE		3,900			2,962	76	45
RETAIL TRADING ZONE		12,200			2,815	23	43
TOTAL ZONES		16,100			5,777	36	88
TOTAL PAID CIRCULATION					6,571		
COUNTY CIRCULATION							
NOVA SCOTIA							
* CUMBERLAND		13,500			5,472	41	83
NEW BRUNSWICK							
WESTMORLAND		39,200			294	1	5
REMAINDER OF CIRCULATION					805		12
HALIFAX			M18				
HALIFAX CHRONICLE-HERALD, MAIL-STAR	9/90			MORN/EVE (M-S)			
NEWSPAPER DESIGNATED MARKET		113,500			70,635	62	49
TOTAL ZONES		113,500			70,635	62	49
CENSUS METROPOLITAN AREA		109,600			64,831	59	45
TOTAL PAID CIRCULATION					144,767		
COUNTY CIRCULATION							
PRINCE EDWARD ISLAND							
QUEENS		22,300			395	2	
NOVA SCOTIA							
ANNAPOLIS		9,100			3,394	37	2
ANTIGONISH		6,000			3,544	59	2
CAPE BRETON		40,300			4,594	11	3
COLCHESTER		16,500			7,147	43	5
CUMBERLAND		13,500			4,807	36	3
DIGBY		7,700			2,838	37	2
GUYSBOROUGH		4,300			1,625	38	1
* HALIFAX		113,500			70,635	62	49
HANTS		13,600			10,203	75	7
INVERNESS		6,800			3,385	50	2
KINGS		19,700			8,312	42	6
LUNENBERG		17,500			7,297	42	5

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
NOVA SCOTIA							
HALIFAX (CONT.)			M18				
HALIFAX CHRONICLE-HERALD, MAIL-STAR	9/90			MORN/EVE (M-S)			
PICTOU		17,500			5,359	31	4
QUEENS		4,700			1,951	42	1
RICHMOND		3,600			1,360	38	1
SHELBURNE		6,500			1,957	30	1
VICTORIA		2,900			824	28	1
YARMOUTH		9,900			3,738	38	3
NEW BRUNSWICK							
WESTMORLAND		39,200			511	1	
REMAINDER OF CIRCULATION					891		1
HALIFAX NEWS	9/90			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		113,500			21,445	19	89
TOTAL ZONES		113,500			21,445	19	89
CENSUS METROPOLITAN AREA		109,600			20,536	19	85
TOTAL PAID CIRCULATION					24,095		
COUNTY CIRCULATION							
NOVA SCOTIA							
CAPE BRETON		40,300			433	1	2
* HALIFAX		113,500			21,445	19	89
KINGS		19,700			412	2	2
LUNENBERG		17,500			296	2	1
PICTOU		17,500			320	2	1
REMAINDER OF CIRCULATION					1,189		5
HALIFAX NEWS	9/90			SUNDAY			
NEWSPAPER DESIGNATED MARKET		113,500			27,169	24	82
TOTAL ZONES		113,500			27,169	24	82
CENSUS METROPOLITAN AREA		109,600			26,054	24	79
TOTAL PAID CIRCULATION					33,063		
COUNTY CIRCULATION							
NOVA SCOTIA							
ANTIGONISH		6,000			388	7	1
CAPE BRETON		40,300			1,009	3	3
COLCHESTER		16,500			636	4	2
* HALIFAX		113,500			27,169	24	82
HANTS		13,600			435	3	1
INVERNESS		6,800			330	5	1
KINGS		19,700			791	4	2
LUNENBERG		17,500			677	4	2
PICTOU		17,500			675	4	2
REMAINDER OF CIRCULATION					953		3

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
NOVA SCOTIA							
NEW GLASGOW			G14				
NEW GLASGOW NEWS	9/90			EVE (M-S)			
CITY ZONE		8,100			6,790	84	58
RETAIL TRADING ZONE		7,800			4,288	55	37
TOTAL ZONES		15,900			11,078	70	95
TOTAL PAID CIRCULATION					11,678		
COUNTY CIRCULATION							
NOVA SCOTIA							
* PICTOU		17,500			11,078	63	95
REMAINDER OF CIRCULATION					600		5
SYDNEY			E18				
SYDNEY CAPE BRETON POST	9/90			MORN (M-S)			
CITY ZONE		12,600			11,463	91	36
RETAIL TRADING ZONE		30,600			18,813	62	59
TOTAL ZONES		43,200			30,276	70	95
TOTAL PAID CIRCULATION					31,748		
COUNTY CIRCULATION							
NOVA SCOTIA							
* CAPE BRETON		40,300			29,387	73	93
INVERNESS		6,800			903	13	3
RICHMOND		3,600			361	10	1
VICTORIA		2,900			811	28	3
REMAINDER OF CIRCULATION					286		1
TRURO			H13				
TRURO NEWS	9/90			EVE (M-S)			
CITY ZONE		7,500			5,379	72	57
RETAIL TRADING ZONE		9,000			3,830	43	40
TOTAL ZONES		16,500			9,209	56	97
TOTAL PAID CIRCULATION					9,471		
COUNTY CIRCULATION							
NOVA SCOTIA							
* COLCHESTER		16,500			9,209	56	97
REMAINDER OF CIRCULATION					262		3

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
NEW BRUNSWICK							
CARAQUET			B 9				
CARAQUET L'ACADIE NOUVELLE (F)	9/90			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		27,800			9,768	35	67
TOTAL ZONES		27,800			9,768	35	67
TOTAL PAID CIRCULATION					14,496		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* GLOUCESTER		27,800			9,768	35	67
KENT		11,200			745	7	5
MADAWASKA		12,700			716	6	5
NORTHUMBERLAND		17,300			739	4	5
RESTIGOUCHE		13,400			471	4	3
WESTMORLAND		39,200			1,419	4	10
REMAINDER OF CIRCULATION					638		4
FREDERICTON			G 6				
FREDERICTON GLEANER	9/90			EVE (M-S)			
CITY ZONE		18,600			16,913	91	56
RETAIL TRADING ZONE		23,800			11,636	49	39
TOTAL ZONES		42,400			28,549	67	95
TOTAL PAID CIRCULATION					29,986		
COUNTY CIRCULATION							
NEW BRUNSWICK							
CARLETON		9,000			969	11	3
NORTHUMBERLAND		17,300			1,148	7	4
QUEENS		4,700			1,854	39	6
SUNBURY		6,800			4,259	63	14
* YORK		29,000			21,254	73	71
REMAINDER OF CIRCULATION					502		2
MONCTON			G10				
MONCTON TIMES-TRANSCRIPT	9/90			EVE (M-F)			
CITY ZONE		28,700			23,754	83	55
RETAIL TRADING ZONE		74,800			17,533	23	40
TOTAL ZONES		103,500			41,287	40	95
TOTAL PAID CIRCULATION					43,563		
COUNTY CIRCULATION							
NEW BRUNSWICK							
ALBERT		8,000			5,557	70	13
GLOUCESTER		27,800			1,345	5	3
KENT		11,200			4,360	39	10
KINGS		19,900			377	2	1
NORTHUMBERLAND		17,300			3,005	17	7
RESTIGOUCHE		13,400			1,180	9	3

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
NEW BRUNSWICK							
MONCTON (CONT.)			G10				
MONCTON TIMES-TRANSCRIPT	9/90			EVE (M-F)			
* WESTMORLAND		39,200			27,020	69	62
REMAINDER OF CIRCULATION					719		2
MONCTON TIMES-TRANSCRIPT	9/90			SATURDAY			
CITY ZONE		28,700			28,239	98	53
RETAIL TRADING ZONE		74,800			22,263	30	42
TOTAL ZONES		103,500			50,502	49	94
TOTAL PAID CIRCULATION					53,502		
COUNTY CIRCULATION							
NOVA SCOTIA							
CUMBERLAND		13,500			346	3	1
NEW BRUNSWICK							
ALBERT		8,000			6,708	84	13
GLOUCESTER		27,800			1,709	6	3
KENT		11,200			5,692	51	11
KINGS		19,900			622	3	1
NORTHUMBERLAND		17,300			3,553	21	7
RESTIGOUCHE		13,400			1,455	11	3
* WESTMORLAND		39,200			32,840	84	61
REMAINDER OF CIRCULATION					577		1
SAINT JOHN			M14				
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE	9/90			MORN/EVE (M-F)			
CITY ZONE		29,400			24,681	84	39
RETAIL TRADING ZONE		217,300			38,961	18	61
TOTAL ZONES		246,700			63,642	26	99
CENSUS METROPOLITAN AREA		44,000			35,585	81	56
TOTAL PAID CIRCULATION					64,138		
COUNTY CIRCULATION							
NEW BRUNSWICK							
ALBERT		8,000			450	6	1
CARLETON		9,000			2,241	25	4
CHARLOTTE		10,100			4,060	40	6
GLOUCESTER		27,800			1,961	7	3
KINGS		19,900			12,796	64	20
MADAWASKA		12,700			892	7	1
NORTHUMBERLAND		17,300			2,913	17	5
QUEENS		4,700			1,026	22	2
RESTIGOUCHE		13,400			1,590	12	3
* SAINT JOHN		30,300			26,296	87	41
SUNBURY		6,800			484	7	1
VICTORIA		7,400			1,786	24	3
WESTMORLAND		39,200			2,177	6	3
YORK		29,000			4,792	17	8
REMAINDER OF CIRCULATION					674		1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
NEW BRUNSWICK								
SAINT JOHN	(CONT.)			M14				
SAINT JOHN TELEGRAPH-JOURNAL		9/90			SATURDAY			
CITY ZONE			29,400			21,480	73	35
RETAIL TRADING ZONE			217,300			40,017	18	65
TOTAL ZONES			246,700			61,497	25	99
CENSUS METROPOLITAN AREA			44,000			32,084	73	52
TOTAL PAID CIRCULATION						62,074		
COUNTY CIRCULATION								
NEW BRUNSWICK								
ALBERT			8,000			513	6	1
CARLETON			9,000			2,278	25	4
CHARLOTTE			10,100			4,218	42	7
GLOUCESTER			27,800			1,955	7	3
KINGS			19,900			12,309	62	20
MADAWASKA			12,700			948	8	2
NORTHUMBERLAND			17,300			3,004	17	5
QUEENS			4,700			1,160	25	2
RESTIGOUCHE			13,400			1,785	13	3
* SAINT JOHN			30,300			22,950	76	37
SUNBURY			6,800			563	8	1
VICTORIA			7,400			1,825	25	3
WESTMORLAND			39,200			2,250	6	4
YORK			29,000			5,537	19	9
REMAINDER OF CIRCULATION						779		1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC							
CHICOUTIMI			J 8				
CHICOUTIMI PROGRES-DIMANCHE (F)	3/90			SUNDAY			
CITY ZONE		23,100			13,057	57	25
RETAIL TRADING ZONE		45,700			24,138	53	47
TOTAL ZONES		68,800			37,195	54	72
CENSUS METROPOLITAN AREA		57,600			25,910	45	50
TOTAL PAID CIRCULATION					51,560		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,800			637	2	1
* CHICOUTIMI		62,800			34,252	55	66
LAC-ST-JEAN-EST		16,000			6,978	44	14
LAC-ST-JEAN-OUEST		20,700			7,596	37	15
QUEBEC		183,600			616		1
SAGUENAY		32,100			1,386	4	3
REMAINDER OF CIRCULATION					95		
CHICOUTIMI LE QUOTIDIEN (F)	3/90			MORN (M-S)			
CITY ZONE		23,100			10,260	44	31
RETAIL TRADING ZONE		45,700			15,584	34	47
TOTAL ZONES		68,800			25,844	38	79
CENSUS METROPOLITAN AREA		57,600			18,603	32	57
TOTAL PAID CIRCULATION					32,914		
COUNTY CIRCULATION							
QUEBEC							
* CHICOUTIMI		62,800			23,797	38	72
LAC-ST-JEAN-EST		16,000			4,549	28	14
LAC-ST-JEAN-OUEST		20,700			4,361	21	13
REMAINDER OF CIRCULATION					207		1
GRANBY			R12				
GRANBY LA VOIX DE L'EST (F)	3/90			MORN (M-F)			
CITY ZONE		21,800			9,425	43	60
RETAIL TRADING ZONE		33,500			6,036	18	38
TOTAL ZONES		55,300			15,461	28	98
TOTAL PAID CIRCULATION					15,748		
COUNTY CIRCULATION							
QUEBEC							
BAGOT		10,400			294	3	2
BROME		6,700			698	10	4
MISSISQUOI		13,100			2,102	16	13
ROUVILLE		16,600			1,280	8	8
* SHEFFORD		29,700			11,172	38	71
REMAINDER OF CIRCULATION					202		1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC							
MONTREAL			D13				
MONTREAL GAZETTE	3/90			MORN (M-F)			
CITY ZONE		1,003,900			146,207	15	82
RETAIL TRADING ZONE		450,100			17,751	4	10
TOTAL ZONES		1,454,000			163,958	11	92
CENSUS METROPOLITAN AREA		1,205,600			156,913	13	88
TOTAL PAID CIRCULATION					177,979		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,800			315	1	
ARGENTEUIL		13,000			877	7	1
BROME		6,700			523	8	
CHAMBLY		122,800			8,550	7	5
CHATEAUGUAY		22,600			2,764	12	2
CHICOUTIMI		62,800			278		
DEUX-MONTAGNES		30,000			1,884	6	1
HULL		55,600			531	1	
HUNTINGDON		6,800			604	9	
* ILE-DE-MONTREAL		752,700			129,258	17	73
ILE-JESUS		112,200			6,312	6	4
LAPRAIRIE		42,300			4,137	10	2
L'ASSOMPTION		48,100			379	1	
MISSISQUOI		13,100			544	4	
MONTCALM		12,300			329	3	
QUEBEC		183,600			2,291	1	1
ROUVILLE		16,600			609	4	
SAGUENAY		32,100			265	1	
ST-JEAN		23,900			433	2	
ST-MAURICE		45,100			359	1	
SHEFFORD		29,700			362	1	
SHERBROOKE		50,400			978	2	1
STANSTEAD		15,300			492	3	
TERREBONNE		80,600			2,883	4	2
VAUDREUIL		21,800			3,219	15	2
VERCHERES		24,400			491	2	
ONTARIO							
OTTAWA-CARLETON		249,800			2,824	1	2
STOR. , DUN. & GLEN.		39,500			965	2	1
TORONTO		842,600			366		
REMAINDER OF CIRCULATION					4,157		2
MONTREAL GAZETTE	3/90			SATURDAY			
CITY ZONE		1,003,900			202,169	20	79
RETAIL TRADING ZONE		450,100			32,440	7	13
TOTAL ZONES		1,454,000			234,609	16	92
CENSUS METROPOLITAN AREA		1,205,600			219,441	18	86
TOTAL PAID CIRCULATION					256,319		

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC								
MONTREAL	(CONT.)			D13				
MONTREAL GAZETTE		3/90			SATURDAY			
COUNTY CIRCULATION								
NOVA SCOTIA								
HALIFAX			113,500			346		
QUEBEC								
ABITIBI			35,800			442	1	
ARGENTEUIL			13,000			2,233	17	1
BEAUHARNOIS			21,500			279	1	
BROME			6,700			1,626	24	1
CHAMBLY			122,800			12,765	10	5
CHATEAUGUAY			22,600			4,607	20	2
CHICOUTIMI			62,800			404	1	
DEUX-MONTAGNES			30,000			2,955	10	1
HULL			55,600			530	1	
HUNTINGDON			6,800			1,319	19	1
* ILE-DE-MONTREAL			752,700			176,014	23	69
ILE-JESUS			112,200			10,305	9	4
LAPRAIRIE			42,300			6,865	16	3
L'ASSOMPTION			48,100			759	2	
MISSISQUOI			13,100			1,271	10	1
MONTCALM			12,300			896	7	
QUEBEC			183,600			3,651	2	1
ROUVILLE			16,600			947	6	
SAGUENAY			32,100			378	1	
ST-JEAN			23,900			916	4	
ST-MAURICE			45,100			541	1	
SHEFFORD			29,700			664	2	
SHERBROOKE			50,400			1,543	3	1
STANSTEAD			15,300			1,147	8	
TERREBONNE			80,600			5,776	7	2
VAUDREUIL			21,800			5,085	23	2
VERCHERES			24,400			709	3	
ONTARIO								
OTTAWA-CARLETON			249,800			2,794	1	1
PRESCOTT & RUSSELL			22,000			339	2	
STOR. , DUN. & GLEN.			39,500			1,509	4	1
TORONTO			842,600			510		
REMAINDER OF CIRCULATION						6,194		2
MONTREAL GAZETTE		3/90			SUNDAY			
CITY ZONE			1,003,900			131,290	13	82
RETAIL TRADING ZONE			450,100			17,754	4	11
TOTAL ZONES			1,454,000			149,044	10	93
CENSUS METROPOLITAN AREA			1,205,600			142,443	12	89
TOTAL PAID CIRCULATION						160,398		
COUNTY CIRCULATION								
QUEBEC								
ARGENTEUIL			13,000			818	6	1
BROME			6,700			530	8	
CHAMBLY			122,800			8,754	7	6

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC							
MONTREAL (CONT.)			D13				
MONTREAL GAZETTE	3/90			SUNDAY			
CHATEAUGUAY		22,600			2,825	13	2
DEUX-MONTAGNES		30,000			1,885	6	1
HULL		55,600			385	1	
HUNTINGDON		6,800			476	7	
* ILE-DE-MONTREAL		752,700			114,675	15	72
ILE-JESUS		112,200			6,146	6	4
LAPRAIRIE		42,300			4,331	10	3
L'ASSOMPTION		48,100			385	1	
MISSISQUOI		13,100			444	3	
QUEBEC		183,600			1,990	1	1
ROUVILLE		16,600			568	3	
ST-JEAN		23,900			388	2	
ST-MAURICE		45,100			310	1	
SHEFFORD		29,700			327	1	
SHERBROOKE		50,400			848	2	1
STANSTEAD		15,300			402	3	
TERREBONNE		80,600			2,772	3	2
VAUDREUIL		21,800			3,344	15	2
VERCHERES		24,400			467	2	
ONTARIO							
OTTAWA-CARLETON		249,800			2,124	1	1
STOR. , DUN. & GLEN.		39,500			1,016	3	1
TORONTO		842,600			276		
REMAINDER OF CIRCULATION					3,912		2
MONTREAL			D13				
MONTREAL LE DEVOIR (F)	3/90			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		1,480,500			17,102	1	67
TOTAL ZONES		1,480,500			17,102	1	67
CENSUS METROPOLITAN AREA		1,205,600			15,530	1	61
TOTAL PAID CIRCULATION					25,500		
COUNTY CIRCULATION							
QUEBEC							
CHAMBLY		122,800			1,157	1	5
CHICOUTIMI		62,800			432	1	2
HULL		55,600			757	1	3
* ILE-DE-MONTREAL		752,700			12,792	2	50
ILE-JESUS		112,200			630	1	3
LAPRAIRIE		42,300			271	1	1
QUEBEC		183,600			2,610	1	10
SHERBROOKE		50,400			448	1	2
TERREBONNE		80,600			495	1	2
ONTARIO							
OTTAWA-CARLETON		249,800			1,466	1	6
REMAINDER OF CIRCULATION					4,442		17

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC								
MONTREAL	(CONT.)			D13				
MONTREAL LE DEVOIR (F)		3/90			SATURDAY			
NEWSPAPER DESIGNATED MARKET			1,480,500			18,964	1	63
TOTAL ZONES			1,480,500			18,964	1	63
CENSUS METROPOLITAN AREA			1,205,600			16,603	1	55
TOTAL PAID CIRCULATION						30,050		
COUNTY CIRCULATION								
QUEBEC								
CHAMBLY			122,800			1,378	1	5
CHICOUTIMI			62,800			405	1	1
DEUX-MONTAGNES			30,000			273	1	1
HULL			55,600			879	2	3
* ILE-DE-MONTREAL			752,700			13,238	2	44
ILE-JESUS			112,200			767	1	3
LAPRAIRIE			42,300			363	1	1
LEVIS			38,600			277	1	1
QUEBEC			183,600			3,108	2	10
ST-MAURICE			45,100			336	1	1
SHERBROOKE			50,400			606	1	2
TERREBONNE			80,600			838	1	3
ONTARIO								
OTTAWA-CARLETON			249,800			1,556	1	5
REMAINDER OF CIRCULATION						6,026		20
LE JOURNAL DE MONTREAL (F)		3/90			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET			1,480,500			276,061	19	86
TOTAL ZONES			1,480,500			276,061	19	86
CENSUS METROPOLITAN AREA			1,205,600			202,946	17	63
TOTAL PAID CIRCULATION						320,192		
COUNTY CIRCULATION								
QUEBEC								
ABITIBI			35,800			3,614	10	1
ARGENTEUIL			13,000			1,950	15	1
ARTHABASKA			23,100			1,864	8	1
BAGOT			10,400			1,214	12	
BEAUHARNOIS			21,500			5,459	25	2
BERTHIER			12,600			2,358	19	1
BROME			6,700			425	6	
CHAMBLY			122,800			23,897	20	8
CHAMPLAIN			46,700			3,516	8	1
CHATEAUGUAY			22,600			3,710	16	1
DEUX-MONTAGNES			30,000			5,533	18	2
DRUMMOND			28,200			3,499	12	1
GATINEAU			20,700			706	3	
HULL			55,600			4,779	9	2
HUNTINGDON			6,800			377	6	
IBERVILLE			9,200			1,461	16	1
* ILE-DE-MONTREAL			752,700			131,297	17	41
ILE-JESUS			112,200			22,542	20	7

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC							
MONTREAL (CONT.)			D13				
LE JOURNAL DE MONTREAL (F)	3/90			MORN (M-F)			
ILES-DE-LA-MADELEINE		4,700			316	7	
JOLIETTE		25,700			5,074	20	2
LABELLE		13,200			1,682	13	1
LAPRAIRIE		42,300			7,580	18	2
L'ASSOMPTION		48,100			11,232	23	4
MASKINONGE		7,800			807	10	
MEGANTIC		19,000			285	2	
MISSISQUOI		13,100			1,470	11	1
MONTCALM		12,300			2,049	17	1
NAPIERVILLE		5,200			1,073	21	
NICOLET		11,700			812	7	
NOUVEAU-QUEBEC		9,200			562	6	
PAPINEAU		16,000			1,304	8	
RICHELIEU		19,600			5,462	28	2
RICHMOND		13,800			675	5	
ROUVILLE		16,600			2,686	16	1
ST-HYACINTHE		22,800			4,162	18	1
ST-JEAN		23,900			5,112	21	2
ST-MAURICE		45,100			4,535	10	1
SHEFFORD		29,700			2,790	9	1
SHERBROOKE		50,400			2,565	5	1
SOULANGES		6,800			1,422	21	
STANSTEAD		15,300			673	4	
TEMISCAMINGUE		20,200			1,824	9	1
TERREBONNE		80,600			19,829	25	6
VAUDREUIL		21,800			3,422	16	1
VERCHERES		24,400			5,530	23	2
YAMASKA		5,200			412	8	
ONTARIO							
OTTAWA-CARLETON		249,800			2,576	1	1
PRESCOTT & RUSSELL		22,000			775	4	
STOR. , DUN. & GLEN.		39,500			310	1	
REMAINDER OF CIRCULATION					2,985		1
LE JOURNAL DE MONTREAL (F)	3/90			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,480,500			299,084	20	85
TOTAL ZONES		1,480,500			299,084	20	85
CENSUS METROPOLITAN AREA		1,205,600			212,546	18	60
TOTAL PAID CIRCULATION					352,848		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,800			4,476	13	1
ARGENTEUIL		13,000			2,586	20	1
ARTHABASKA		23,100			2,481	11	1
BAGOT		10,400			1,557	15	
BEAUHARNOIS		21,500			5,958	28	2
BERTHIER		12,600			3,420	27	1
BROME		6,700			662	10	
CHAMBLY		122,800			27,137	22	8

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC								
MONTREAL	(CONT.)			D13				
LE JOURNAL DE MONTREAL (F)		3/90			SATURDAY			
CHAMPLAIN			46,700			4,766	10	1
CHATEAUGUAY			22,600			4,644	21	1
COMPTON			7,300			278	4	
DEUX-MONTAGNES			30,000			7,318	24	2
DRUMMOND			28,200			4,688	17	1
GATINEAU			20,700			1,099	5	
HULL			55,600			5,544	10	2
HUNTINGDON			6,800			525	8	
IBERVILLE			9,200			1,778	19	1
* ILE-DE-MONTREAL			752,700			123,880	17	35
ILE-JESUS			112,200			26,155	23	7
ILES-DE-LA-MADELEINE			4,700			341	7	
JOLIETTE			25,700			6,374	25	2
LABELLE			13,200			2,823	21	1
LAPRAIRIE			42,300			9,510	23	3
L'ASSOMPTION			48,100			14,681	31	4
MASKINONGE			7,800			1,432	18	
MEGANTIC			19,000			396	2	
MISSISQUOI			13,100			1,814	14	1
MONTCALM			12,300			3,569	29	1
NAPIERVILLE			5,200			1,359	26	
NICOLET			11,700			1,214	10	
PAPINEAU			16,000			1,844	12	1
RICHELIEU			19,600			5,852	30	2
RICHMOND			13,800			866	6	
ROUVILLE			16,600			3,393	20	1
ST-HYACINTHE			22,800			4,723	21	1
ST-JEAN			23,900			5,588	23	2
ST-MAURICE			45,100			5,066	11	1
SHEFFORD			29,700			3,387	11	1
SHERBROOKE			50,400			2,976	6	1
SOULANGES			6,800			1,703	25	1
STANSTEAD			15,300			1,052	7	
TEMISCAMINGUE			20,200			2,160	11	1
TERREBONNE			80,600			26,265	33	7
VAUDREUIL			21,800			4,181	19	1
VERCHERES			24,400			6,686	27	2
YAMASKA			5,200			715	14	
ONTARIO								
OTTAWA-CARLETON			249,800			1,918	1	1
PRESCOTT & RUSSELL			22,000			945	4	
STOR. , DUN. & GLEN.			39,500			327	1	
REMAINDER OF CIRCULATION						736		

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC								
MONTREAL	(CONT.)			D13				
LE JOURNAL DE MONTREAL (F)		3/90			SUNDAY			
NEWSPAPER DESIGNATED MARKET			1,480,500			271,854	18	82
TOTAL ZONES			1,480,500			271,854	18	82
CENSUS METROPOLITAN AREA			1,205,600			188,526	16	57
TOTAL PAID CIRCULATION						331,413		
COUNTY CIRCULATION								
QUEBEC								
ABITIBI			35,800			3,677	10	1
ARGENTEUIL			13,000			2,414	19	1
ARTHABASKA			23,100			2,829	12	1
BAGOT			10,400			1,668	16	1
BEAUHARNOIS			21,500			5,732	27	2
BERTHIER			12,600			3,182	25	1
BROME			6,700			757	11	
CHAMBLY			122,800			24,719	20	8
CHAMPLAIN			46,700			6,322	14	2
CHATEAUGUAY			22,600			4,306	19	1
COMPTON			7,300			365	5	
DEUX-MONTAGNES			30,000			6,695	22	2
DRUMMOND			28,200			4,713	17	1
GATINEAU			20,700			1,056	5	
HULL			55,600			7,147	13	2
HUNTINGDON			6,800			536	8	
IBERVILLE			9,200			1,655	18	1
* ILE-DE-MONTREAL			752,700			107,577	14	33
ILE-JESUS			112,200			23,762	21	7
ILES-DE-LA-MADELEINE			4,700			342	7	
JOLIETTE			25,700			5,979	23	2
LABELLE			13,200			2,289	17	1
LAPRAIRIE			42,300			8,960	21	3
L'ASSOMPTION			48,100			13,763	29	4
MASKINONGE			7,800			1,477	19	
MEGANTIC			19,000			475	3	
MISSISQUOI			13,100			1,889	14	1
MONTCALM			12,300			3,187	26	1
NAPIERVILLE			5,200			1,310	25	
NICOLET			11,700			1,464	13	
PAPINEAU			16,000			2,013	13	1
RICHELIEU			19,600			5,721	29	2
RICHMOND			13,800			1,461	11	
ROUVILLE			16,600			3,313	20	1
ST-HYACINTHE			22,800			4,731	21	1
ST-JEAN			23,900			5,067	21	2
ST-MAURICE			45,100			6,412	14	2
SHEFFORD			29,700			4,173	14	1
SHERBROOKE			50,400			4,599	9	1
SOULANGES			6,800			1,632	24	1
STANSTEAD			15,300			1,358	9	
TEMISCAMINGUE			20,200			1,804	9	1
TERREBONNE			80,600			24,291	30	7
VAUDREUIL			21,800			3,969	18	1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC							
MONTREAL (CONT.)			D13				
LE JOURNAL DE MONTREAL (F)	3/90			SUNDAY			
VERCHERES		24,400			6,224	26	2
YAMASKA		5,200			629	12	
ONTARIO							
OTTAWA-CARLETON		249,800			2,000	1	1
PRESCOTT & RUSSELL		22,000			1,014	5	
STOR. , DUN. & GLEN.		39,500			367	1	
REMAINDER OF CIRCULATION					388		
MONTREAL			D13				
MONTREAL LA PRESSE (F)	3/90			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		1,311,400			165,381	13	82
RETAIL TRADING ZONE		142,600			11,435	8	6
TOTAL ZONES		1,454,000			176,816	12	88
CENSUS METROPOLITAN AREA		1,205,600			156,004	13	78
TOTAL PAID CIRCULATION					201,249		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,800			741	2	
ARGENTEUIL		13,000			675	5	
ARTHABASKA		23,100			1,187	5	1
BAGOT		10,400			277	3	
BEAUHARNOIS		21,500			2,155	10	1
BERTHIER		12,600			561	5	
BROME		6,700			304	5	
CHAMBLY		122,800			20,403	17	10
CHAMPLAIN		46,700			1,054	2	1
CHATEAUGUAY		22,600			2,057	9	1
CHICOUTIMI		62,800			1,173	2	1
DEUX-MONTAGNES		30,000			2,460	8	1
DRUMMOND		28,200			1,090	4	1
GATINEAU		20,700			895	4	
HULL		55,600			886	2	
IBERVILLE		9,200			415	5	
* ILE-DE-MONTREAL		752,700			92,346	12	46
ILE-JESUS		112,200			16,395	15	8
JOLIETTE		25,700			1,877	7	1
LABELLE		13,200			522	4	
LAC-ST-JEAN-EST		16,000			256	2	
LAC-ST-JEAN-OUEST		20,700			299	1	
LAPRAIRIE		42,300			6,521	15	3
L'ASSOMPTION		48,100			5,659	12	3
LEVIS		38,600			250	1	
MEGANTIC		19,000			335	2	
MISSISQUOI		13,100			584	5	
MONTCALM		12,300			514	4	
NAPIERVILLE		5,200			263	5	
QUEBEC		183,600			2,402	1	1
RICHELIEU		19,600			2,242	11	1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC							
MONTREAL (CONT.)			D13				
MONTREAL LA PRESSE (F)	3/90			MORN (M-F)			
RIMOUSKI		26,100			508	2	
ROUVILLE		16,600			1,877	11	1
SAGUENAY		32,100			454	1	
ST-HYACINTHE		22,800			1,825	8	1
ST-JEAN		23,900			2,352	10	1
ST-MAURICE		45,100			2,012	5	1
SHEFFORD		29,700			1,140	4	1
SHERBROOKE		50,400			1,618	3	1
SOULANGES		6,800			311	5	
STANSTEAD		15,300			287	2	
TEMISCAMINGUE		20,200			581	3	
TERREBONNE		80,600			9,732	12	5
VAUDREUIL		21,800			2,174	10	1
VERCHERES		24,400			3,850	16	2
ONTARIO							
OTTAWA-CARLETON		249,800			1,670	1	1
TORONTO		842,600			346		
REMAINDER OF CIRCULATION					3,714		2
MONTREAL LA PRESSE (F)	3/90			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,311,400			248,622	19	78
RETAIL TRADING ZONE		142,600			22,889	16	7
TOTAL ZONES		1,454,000			271,511	19	86
CENSUS METROPOLITAN AREA		1,205,600			231,827	19	73
TOTAL PAID CIRCULATION					317,441		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,800			1,705	5	1
ARGENTEUIL		13,000			1,511	12	1
ARTHABASKA		23,100			1,716	7	1
BAGOT		10,400			586	6	
BEAUCE		28,300			308	1	
BEAUHARNOIS		21,500			2,947	14	1
BERTHIER		12,600			1,338	11	
BROME		6,700			1,449	22	1
CHAMBLY		122,800			30,926	25	10
CHAMPLAIN		46,700			2,033	4	1
CHATEAUGUAY		22,600			3,167	14	1
CHICOUTIMI		62,800			2,213	4	1
DEUX-MONTAGNES		30,000			4,435	15	1
DRUMMOND		28,200			1,839	7	1
GATINEAU		20,700			1,499	7	1
HULL		55,600			1,645	3	1
HUNTINGDON		6,800			311	5	
IBERVILLE		9,200			782	9	
* ILE-DE-MONTREAL		752,700			133,516	18	42
ILE-JESUS		112,200			25,179	22	8
JOLIETTE		25,700			3,594	14	1
LABELLE		13,200			1,100	8	

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC							
MONTREAL (CONT.)			D13				
MONTREAL LA PRESSE (F)	3/90			SATURDAY			
LAC-ST-JEAN-EST		16,000			384	2	
LAC-ST-JEAN-OUEST		20,700			425	2	
LAPRAIRIE		42,300			10,066	24	3
L'ASSOMPTION		48,100			9,040	19	3
LEVIS		38,600			415	1	
MASKINONGE		7,800			289	4	
MEGANTIC		19,000			514	3	
MISSISQUOI		13,100			1,259	10	
MONTCALM		12,300			1,807	15	1
NAPIERVILLE		5,200			507	10	
NICOLET		11,700			443	4	
PAPINEAU		16,000			587	4	
QUEBEC		183,600			3,901	2	1
RICHELIEU		19,600			3,052	16	1
RICHMOND		13,800			363	3	
RIMOUSKI		26,100			870	3	
RIVIERE-DU-LOUP		14,400			250	2	
ROUVILLE		16,600			3,056	18	1
SAGUENAY		32,100			855	3	
ST-HYACINTHE		22,800			3,027	13	1
ST-JEAN		23,900			3,919	16	1
ST-MAURICE		45,100			3,732	8	1
SHEFFORD		29,700			2,148	7	1
SHERBROOKE		50,400			3,189	6	1
SOULANGES		6,800			627	9	
STANSTEAD		15,300			1,193	8	
TEMISCAMINGUE		20,200			1,134	6	
TERREBONNE		80,600			19,002	24	6
VAUDREUIL		21,800			3,500	16	1
VERCHERES		24,400			6,281	26	2
YAMASKA		5,200			245	5	
ONTARIO							
OTTAWA-CARLETON		249,800			1,656	1	1
TORONTO		842,600			473		
REMAINDER OF CIRCULATION					5,433		2
MONTREAL LA PRESSE (F)	3/90			SUNDAY			
NEWSPAPER DESIGNATED MARKET		1,311,400			149,502	11	81
RETAIL TRADING ZONE		142,600			12,110	9	7
TOTAL ZONES		1,454,000			161,612	11	87
CENSUS METROPOLITAN AREA		1,205,600			139,981	12	75
TOTAL PAID CIRCULATION					185,646		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,800			676	2	
ARGENTEUIL		13,000			792	6	
ARTHABASKA		23,100			1,235	5	1
BAGOT		10,400			272	3	
BEAUHARNOIS		21,500			2,123	10	1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC								
MONTREAL	(CONT.)			D13				
MONTREAL LA PRESSE (F)		3/90			SUNDAY			
BERTHIER			12,600			601	5	
BROME			6,700			501	8	
CHAMBLY			122,800			20,411	17	11
CHAMPLAIN			46,700			1,696	4	1
CHATEAUGUAY			22,600			2,091	9	1
CHICOUTIMI			62,800			823	1	
DEUX-MONTAGNES			30,000			2,730	9	2
DRUMMOND			28,200			1,131	4	1
GATINEAU			20,700			1,175	6	1
HULL			55,600			950	2	1
IBERVILLE			9,200			421	5	
* ILE-DE-MONTREAL			752,700			75,168	10	41
ILE-JESUS			112,200			16,280	15	9
JOLIETTE			25,700			1,897	7	1
LABELLE			13,200			543	4	
LAPRAIRIE			42,300			6,653	16	4
L'ASSOMPTION			48,100			6,168	13	3
MEGANTIC			19,000			273	1	
MISSISQUOI			13,100			608	5	
MONTCALM			12,300			563	5	
NAPIERVILLE			5,200			248	5	
QUEBEC			183,600			1,746	1	1
RICHELIEU			19,600			2,208	11	1
RIMOUSKI			26,100			391	2	
ROUVILLE			16,600			2,029	12	1
ST-HYACINTHE			22,800			1,775	8	1
ST-JEAN			23,900			2,370	10	1
ST-MAURICE			45,100			2,720	6	2
SHEFFORD			29,700			1,256	4	1
SHERBROOKE			50,400			2,162	4	1
SOULANGES			6,800			317	5	
STANSTEAD			15,300			519	3	
TEMISCAMINGUE			20,200			397	2	
TERREBONNE			80,600			10,236	13	6
VAUDREUIL			21,800			2,182	10	1
VERCHERES			24,400			4,212	17	2
ONTARIO								
OTTAWA-CARLETON			249,800			896		1
REMAINDER OF CIRCULATION						4,201		2
QUEBEC				D17				
QUEBEC LE SOLEIL (F)		3/90			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET			219,600			68,185	31	62
RETAIL TRADING ZONE			59,200			13,160	22	12
TOTAL ZONES			278,800			81,345	29	74
CENSUS METROPOLITAN AREA			228,700			68,772	30	63
TOTAL PAID CIRCULATION						109,798		

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC							
QUEBEC (CONT.)			D17				
QUEBEC LE SOLEIL (F)	3/90			MORN (M-F)			
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,700			433	3	
QUEBEC							
BEAUCE		28,300			2,697	10	3
BELLECHASSE		7,800			1,573	20	1
BONAVENTURE		13,600			1,156	9	1
CHARLEVOIX-EST		5,900			968	16	1
CHARLEVOIX-OUEST		4,400			766	17	1
CHICOUTIMI		62,800			553	1	1
DORCHESTER		10,700			1,873	18	2
GASPE-EST		13,400			1,070	8	1
GASPE-OUEST		4,800			861	18	1
ILE-DE-MONTREAL		752,700			999		1
KAMOURASKA		10,300			1,133	11	1
LAC-ST-JEAN-OUEST		20,700			284	1	
LEVIS		38,600			9,857	26	9
L'ISLET		6,600			1,256	19	1
LOTBINIERE		10,400			2,263	22	2
MATANE		11,000			1,224	11	1
MATAPEDIA		8,100			615	8	1
MEGANTIC		19,000			1,868	10	2
MONTMAGNY		8,700			1,507	17	1
MONTMORENCY NO. 1		8,300			2,258	27	2
MONTMORENCY NO. 2		2,400			778	32	1
PORTNEUF		23,600			4,956	21	5
* QUEBEC		183,600			58,010	32	53
RIMOUSKI		26,100			2,637	10	2
RIVIERE-DU-LOUP		14,400			1,759	12	2
SAGUENAY		32,100			3,497	11	3
TEMISCOUATA		6,600			604	9	1
REMAINDER OF CIRCULATION					2,343		2
QUEBEC LE SOLEIL (F)	3/90			SATURDAY			
NEWSPAPER DESIGNATED MARKET		219,600			92,639	42	65
RETAIL TRADING ZONE		59,200			16,720	28	12
TOTAL ZONES		278,800			109,359	39	77
CENSUS METROPOLITAN AREA		228,700			94,056	41	66
TOTAL PAID CIRCULATION					142,771		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,700			489	4	
QUEBEC							
BEAUCE		28,300			3,285	12	2
BELLECHASSE		7,800			1,796	23	1
BONAVENTURE		13,600			1,271	9	1
CHARLEVOIX-EST		5,900			1,051	18	1
CHARLEVOIX-OUEST		4,400			903	21	1
CHICOUTIMI		62,800			771	1	1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC							
QUEBEC (CONT.)			D17				
QUEBEC LE SOLEIL (F)	3/90			SATURDAY			
DORCHESTER		10,700			2,176	20	2
GASPE-EST		13,400			1,125	8	1
GASPE-OUEST		4,800			944	20	1
ILE-DE-MONTREAL		752,700			1,164		1
KAMOURASKA		10,300			1,382	13	1
LAC-ST-JEAN-OUEST		20,700			379	2	
LEVIS		38,600			14,094	37	10
L'ISLET		6,600			1,431	22	1
LOTBINIERE		10,400			2,690	26	2
MATANE		11,000			1,378	13	1
MATAPEDIA		8,100			710	9	1
MEGANTIC		19,000			2,062	11	1
MONTMAGNY		8,700			1,726	20	1
MONTMORENCY NO. 1		8,300			2,926	35	2
MONTMORENCY NO. 2		2,400			1,014	42	1
PORTNEUF		23,600			6,472	27	5
* QUEBEC		183,600			78,451	43	55
RIMOUSKI		26,100			3,110	12	2
RIVIERE-DU-LOUP		14,400			2,007	14	1
SAGUENAY		32,100			3,923	12	3
ST-MAURICE		45,100			404	1	
TEMISCOUATA		6,600			693	11	1
REMAINDER OF CIRCULATION					2,944		2
QUEBEC LE SOLEIL (F)	3/90			SUNDAY			
NEWSPAPER DESIGNATED MARKET		219,600			56,928	26	62
RETAIL TRADING ZONE		59,200			11,120	19	12
TOTAL ZONES		278,800			68,048	24	74
CENSUS METROPOLITAN AREA		228,700			57,592	25	62
TOTAL PAID CIRCULATION					92,641		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,700			429	3	1
QUEBEC							
BEAUCE		28,300			2,415	9	3
BELLECHASSE		7,800			1,271	16	1
BONAVENTURE		13,600			1,044	8	1
CHARLEVOIX-EST		5,900			924	16	1
CHARLEVOIX-OUEST		4,400			753	17	1
CHICOUTIMI		62,800			420	1	1
DORCHESTER		10,700			1,458	14	2
GASPE-EST		13,400			921	7	1
GASPE-OUEST		4,800			575	12	1
KAMOURASKA		10,300			1,077	11	1
LEVIS		38,600			8,615	22	9
L'ISLET		6,600			1,191	18	1
LOTBINIERE		10,400			1,887	18	2
MATANE		11,000			1,126	10	1
MATAPEDIA		8,100			542	7	1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC							
QUEBEC (CONT.)			D17				
QUEBEC LE SOLEIL (F)	3/90			SUNDAY			
MEGANTIC		19,000			1,592	8	2
MONTMAGNY		8,700			1,320	15	1
MONTMORENCY NO. 1		8,300			1,984	24	2
MONTMORENCY NO. 2		2,400			640	27	1
PORTNEUF		23,600			4,333	18	5
* QUEBEC		183,600			48,132	26	52
RIMOUSKI		26,100			2,350	9	3
RIVIERE-DU-LOUP		14,400			1,626	11	2
SAGUENAY		32,100			3,295	10	4
TEMISCOUATA		6,600			563	9	1
REMAINDER OF CIRCULATION					2,158		2
QUEBEC			D17				
LE JOURNAL DE QUEBEC (F)	3/90			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		234,600			62,351	27	58
RETAIL TRADING ZONE		46,200			9,717	21	9
TOTAL ZONES		280,800			72,068	26	67
CENSUS METROPOLITAN AREA		228,700			62,351	27	58
TOTAL PAID CIRCULATION					107,330		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,700			362	3	
QUEBEC							
BEAUCE		28,300			4,618	16	4
BELLECHASSE		7,800			1,164	15	1
BONAVENTURE		13,600			897	7	1
CHARLEVOIX-EST		5,900			1,051	18	1
CHARLEVOIX-OUEST		4,400			775	18	1
CHICOUTIMI		62,[illegible]00			5,974	10	6
DORCHESTER		10,700			1,784	17	2
FRONTENAC		9,700			668	7	1
GASPE-EST		13,400			761	6	1
KAMOURASKA		10,300			1,086	11	1
LAC-ST-JEAN-EST		16,000			2,209	14	2
LAC-ST-JEAN-OUEST		20,700			2,650	13	3
LEVIS		38,600			9,581	25	9
L'ISLET		6,600			724	11	1
LOTBINIERE		10,400			1,258	12	1
MATANE		11,000			873	8	1
MATAPEDIA		8,100			497	6	1
MEGANTIC		19,000			2,147	11	2
MONTMAGNY		8,700			1,550	18	1
MONTMORENCY NO. 1		8,300			2,092	25	2
MONTMORENCY NO. 2		2,400			210	9	
PORTNEUF		23,600			4,261	18	4
* QUEBEC		183,600			51,219	28	48
RIMOUSKI		26,100			2,538	10	2
RIVIERE-DU-LOUP		14,400			1,867	13	2

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC							
QUEBEC (CONT.)			D17				
LE JOURNAL DE QUEBEC (F)	3/90			MORN (M-F)			
SAGUENAY		32,100			3,474	11	3
TEMISCOUATA		6,600			458	7	
REMAINDER OF CIRCULATION					582		1
LE JOURNAL DE QUEBEC (F)	3/90			SATURDAY			
NEWSPAPER DESIGNATED MARKET		234,600			62,306	27	57
RETAIL TRADING ZONE		46,200			11,037	24	10
TOTAL ZONES		280,800			73,343	26	67
CENSUS METROPOLITAN AREA		228,700			62,306	27	57
TOTAL PAID CIRCULATION					109,297		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,700			382	3	
QUEBEC							
BEAUCE		28,300			5,055	18	5
BELLECHASSE		7,800			1,424	18	1
BONAVENTURE		13,600			996	7	1
CHARLEVOIX-EST		5,900			1,091	19	1
CHARLEVOIX-OUEST		4,400			822	19	1
CHICOUTIMI		62,800			5,271	8	5
DORCHESTER		10,700			1,955	18	2
FRONTENAC		9,700			777	8	1
GASPE-EST		13,400			734	6	1
KAMOURASKA		10,300			1,137	11	1
LAC-ST-JEAN-EST		16,000			2,046	13	2
LAC-ST-JEAN-OUEST		20,700			2,458	12	2
LEVIS		38,600			10,368	27	10
L'ISLET		6,600			873	13	1
LOTBINIERE		10,400			1,687	16	2
MATANE		11,000			863	8	1
MATAPEDIA		8,100			548	7	1
MEGANTIC		19,000			2,221	12	2
MONTMAGNY		8,700			1,787	21	2
MONTMORENCY NO. 1		8,300			2,412	29	2
MONTMORENCY NO. 2		2,400			269	11	
PORTNEUF		23,600			4,778	20	4
* QUEBEC		183,600			50,073	27	46
RIMOUSKI		26,100			2,522	10	2
RIVIERE-DU-LOUP		14,400			1,988	14	2
SAGUENAY		32,100			3,606	11	3
TEMISCOUATA		6,600			494	8	1
REMAINDER OF CIRCULATION					660		1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC							
QUEBEC (CONT.)			D17				
LE JOURNAL DE QUEBEC (F)	3/90			SUNDAY			
NEWSPAPER DESIGNATED MARKET		234,600			55,867	24	57
RETAIL TRADING ZONE		46,200			9,548	21	10
TOTAL ZONES		280,800			65,415	23	67
CENSUS METROPOLITAN AREA		228,700			55,867	24	57
TOTAL PAID CIRCULATION					97,532		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,700			359	3	
QUEBEC							
BEAUCE		28,300			4,790	17	5
BELLECHASSE		7,800			1,124	14	1
BONAVENTURE		13,600			766	6	1
CHARLEVOIX-EST		5,900			997	17	1
CHARLEVOIX-OUEST		4,400			748	17	1
CHICOUTIMI		62,800			4,436	7	5
DORCHESTER		10,700			1,663	16	2
FRONTENAC		9,700			955	10	1
GASPE-EST		13,400			683	5	1
KAMOURASKA		10,300			1,048	10	1
LAC-ST-JEAN-EST		16,000			1,796	11	2
LAC-ST-JEAN-OUEST		20,700			2,016	10	2
LEVIS		38,600			9,240	24	10
L'ISLET		6,600			737	11	1
LOTBINIERE		10,400			1,201	12	1
MATANE		11,000			745	7	1
MATAPEDIA		8,100			461	6	1
MEGANTIC		19,000			2,329	12	2
MONTMAGNY		8,700			1,605	18	2
MONTMORENCY NO. 1		8,300			2,181	26	2
MONTMORENCY NO. 2		2,400			214	9	
PORTNEUF		23,600			4,303	18	4
* QUEBEC		183,600			44,921	25	46
RIMOUSKI		26,100			2,273	9	2
RIVIERE-DU-LOUP		14,400			1,907	13	2
SAGUENAY		32,100			3,169	10	3
TEMISCOUATA		6,600			461	7	1
REMAINDER OF CIRCULATION					404		
SHERBROOKE			R15				
SHERBROOKE RECORD	3/90			MORN (M-F)			
CITY ZONE		44,300			1,748	4	29
RETAIL TRADING ZONE		68,600			2,982	4	49
TOTAL ZONES		112,900			4,730	4	78
CENSUS METROPOLITAN AREA		53,700			1,965	4	32
TOTAL PAID CIRCULATION					6,090		

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC								
SHERBROOKE	(CONT.)			R15				
SHERBROOKE RECORD		3/90			MORN (M-F)			
COUNTY CIRCULATION								
QUEBEC								
BROME			6,700			966	14	16
COMPTON			7,300			565	8	9
MISSISQUOI			13,100			440	3	7
RICHMOND			13,800			562	4	9
* SHERBROOKE			50,400			1,760	4	29
STANSTEAD			15,300			1,085	7	18
REMAINDER OF CIRCULATION						712		12
SHERBROOKE LA TRIBUNE (F)		3/90			MORN (M-F)			
CITY ZONE			44,300			20,434	46	52
RETAIL TRADING ZONE			68,600			15,034	22	38
TOTAL ZONES			112,900			35,468	31	90
CENSUS METROPOLITAN AREA			53,700			22,318	42	56
TOTAL PAID CIRCULATION						39,564		
COUNTY CIRCULATION								
QUEBEC								
ARTHABASKA			23,100			1,096	5	3
COMPTON			7,300			2,143	29	5
DRUMMOND			28,200			2,026	7	5
FRONTENAC			9,700			1,051	11	3
MEGANTIC			19,000			723	4	2
RICHMOND			13,800			4,662	34	12
SHEFFORD			29,700			572	2	1
* SHERBROOKE			50,400			21,136	42	53
STANSTEAD			15,300			4,108	27	10
WOLFE			5,300			1,508	29	4
REMAINDER OF CIRCULATION						539		1
SHERBROOKE LA TRIBUNE (F)		3/90			SATURDAY			
CITY ZONE			44,300			24,873	56	54
RETAIL TRADING ZONE			68,600			17,055	25	37
TOTAL ZONES			112,900			41,928	37	91
CENSUS METROPOLITAN AREA			53,700			27,195	51	59
TOTAL PAID CIRCULATION						46,121		
COUNTY CIRCULATION								
QUEBEC								
ARTHABASKA			23,100			1,025	4	2
COMPTON			7,300			2,435	33	5
DRUMMOND			28,200			2,074	7	5
FRONTENAC			9,700			1,139	12	3
MEGANTIC			19,000			739	4	2
RICHMOND			13,800			5,195	38	11
SHEFFORD			29,700			633	2	1
* SHERBROOKE			50,400			25,822	51	56

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
QUEBEC							
SHERBROOKE (CONT.)			R15				
SHERBROOKE LA TRIBUNE (F)	3/90			SATURDAY			
STANSTEAD		15,300			4,882	32	11
WOLFE		5,300			1,567	30	3
REMAINDER OF CIRCULATION					610		1
TROIS RIVIERES			M13				
TROIS RIVIERES LE NOUVELLISTE (F)	3/90			MORN (M-S)			
NEWSPAPER DESIGNATED MARKET		83,000			43,239	52	77
TOTAL ZONES		83,000			43,239	52	77
CENSUS METROPOLITAN AREA		52,915			24,733	47	44
TOTAL PAID CIRCULATION					56,240		
COUNTY CIRCULATION							
QUEBEC							
ARTHABASKA		23,100			455	2	1
CHAMPLAIN		46,700			23,297	50	41
MASKINONGE		7,800			2,455	32	4
NICOLET		11,700			4,777	41	9
PORTNEUF		23,600			298	1	1
* ST-MAURICE		45,100			23,577	52	42
YAMASKA		5,200			467	9	1
REMAINDER OF CIRCULATION					914		2

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
BARRIE			M19				
BARRIE EXAMINER	3/90			EVE (M-S)			
CITY ZONE		20,500			9,898	48	69
RETAIL TRADING ZONE		19,700			4,203	21	30
TOTAL ZONES		40,200			14,101	35	99
TOTAL PAID CIRCULATION					14,258		
COUNTY CIRCULATION							
ONTARIO							
* SIMCOE		98,200			14,101	14	99
REMAINDER OF CIRCULATION					157		1
BELLEVILLE			O25				
BELLEVILLE INTELLIGENCER	3/90			EVE (M-S)			
CITY ZONE		16,500			11,269	68	59
RETAIL TRADING ZONE		33,300			7,412	22	39
TOTAL ZONES		49,800			18,681	38	98
TOTAL PAID CIRCULATION					19,003		
COUNTY CIRCULATION							
ONTARIO							
* HASTINGS		45,400			17,560	39	92
PRINCE EDWARD		8,600			1,121	13	6
REMAINDER OF CIRCULATION					322		2
BRANTFORD			R16				
BRANTFORD EXPOSITOR	12/90			EVE (M-S)			
CITY ZONE		30,100			21,593	72	67
RETAIL TRADING ZONE		40,200			10,363	26	32
TOTAL ZONES		70,300			31,956	46	99
TOTAL PAID CIRCULATION					32,423		
COUNTY CIRCULATION							
ONTARIO							
* BRANT		40,700			28,524	70	88
HALDIMAND-NORFOLK		35,000			3,087	9	10
OXFORD		33,200			521	2	2
REMAINDER OF CIRCULATION					291		1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
BROCKVILLE			N29				
BROCKVILLE RECORDER AND TIMES	3/90			EVE (M-S)			
CITY ZONE		9,000			7,260	81	45
RETAIL TRADING ZONE		21,600			8,441	39	52
TOTAL ZONES		30,600			15,701	51	96
TOTAL PAID CIRCULATION					16,330		
COUNTY CIRCULATION							
ONTARIO							
* LEEDS & GRENVILLE		32,000			15,740	49	96
STOR. , DUN. & GLEN.		39,500			289	1	2
REMAINDER OF CIRCULATION					301		2
CAMBRIDGE			K20				
CAMBRIDGE REPORTER	12/90			EVE (M-S)			
CITY ZONE		29,000			13,624	47	91
RETAIL TRADING ZONE		1,700			1,022	60	7
TOTAL ZONES		30,700			14,646	48	98
CENSUS METROPOLITAN AREA		122,400			14,009	11	94
TOTAL PAID CIRCULATION					14,947		
COUNTY CIRCULATION							
ONTARIO							
* WATERLOO		128,400			14,637	11	98
REMAINDER OF CIRCULATION					310		2
CHATHAM			T11				
CHATHAM NEWS	12/90			EVE (M-S)			
CITY ZONE		16,400			10,607	65	65
RETAIL TRADING ZONE		11,800			4,131	35	26
TOTAL ZONES		28,200			14,738	52	91
TOTAL PAID CIRCULATION					16,222		
COUNTY CIRCULATION							
ONTARIO							
* KENT		39,600			16,132	41	99
REMAINDER OF CIRCULATION					90		1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
COBOURG			P23				
COBOURG STAR	6/90			EVE (M-F)			
CITY ZONE		5,500			3,836	70	65
RETAIL TRADING ZONE		6,600			1,887	29	32
TOTAL ZONES		12,100			5,723	47	98
TOTAL PAID CIRCULATION					5,870		
COUNTY CIRCULATION							
ONTARIO							
* NORTHUMBERLAND		27,500			5,723	21	98
REMAINDER OF CIRCULATION					147		3
CORNWALL			L32				
CORNWALL STANDARD-FREEHOLDER	9/90			EVE (M-S)			
CITY ZONE		17,300			13,329	77	73
RETAIL TRADING ZONE		6,300			3,451	55	19
TOTAL ZONES		23,600			16,780	71	91
TOTAL PAID CIRCULATION					18,371		
COUNTY CIRCULATION							
ONTARIO							
* STOR. , DUN. & GLEN.		39,500			18,102	46	99
REMAINDER OF CIRCULATION					269		2
GUELPH			Q17				
GUELPH MERCURY	12/90			EVE (M-S)			
CITY ZONE		32,900			16,046	49	83
RETAIL TRADING ZONE		9,900			2,681	27	14
TOTAL ZONES		42,800			18,727	44	96
TOTAL PAID CIRCULATION					19,424		
COUNTY CIRCULATION							
ONTARIO							
* WELLINGTON		55,200			19,127	35	99
REMAINDER OF CIRCULATION					297		2
HAMILTON			N 5				
BURLINGTON SPECTATOR	12/90			EVE (M-S)			
NEWSPAPER DESIGNATED MARKET		215,400			20,864	10	92
TOTAL ZONES		215,400			20,864	10	92
CENSUS METROPOLITAN AREA		215,400			20,864	10	92
TOTAL PAID CIRCULATION					22,632		

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
HAMILTON (CONT.)			N 5				
BURLINGTON SPECTATOR	12/90			EVE (M-S)			
COUNTY CIRCULATION							
ONTARIO							
HALTON		99,200			22,508	23	100
REMAINDER OF CIRCULATION					124		1
HAMILTON SPECTATOR	12/90			EVE (M-S)			
NEWSPAPER DESIGNATED MARKET		215,400			103,897	48	89
TOTAL ZONES		215,400			103,897	48	89
CENSUS METROPOLITAN AREA		215,400			103,897	48	89
TOTAL PAID CIRCULATION					116,187		
COUNTY CIRCULATION							
ONTARIO							
BRANT		40,700			1,036	3	1
HALDIMAND-NORFOLK		35,000			7,566	22	7
* HAMILTON-WENTWORTH		166,400			100,481	60	87
NIAGARA		142,800			6,496	5	6
REMAINDER OF CIRCULATION					608		1
KENORA			C 4				
KENORA MINER AND NEWS	9/90			EVE (M-F)			
CITY ZONE		4,700			3,764	80	73
RETAIL TRADING ZONE		4,100			1,159	28	23
TOTAL ZONES		8,800			4,923	56	96
TOTAL PAID CIRCULATION					5,135		
COUNTY CIRCULATION							
ONTARIO							
* KENORA		21,300			4,937	23	96
REMAINDER OF CIRCULATION					198		4
KINGSTON			O27				
KINGSTON WHIG-STANDARD	12/90			EVE (M-S)			
CITY ZONE		26,900			16,438	61	46
RETAIL TRADING ZONE		37,800			17,865	47	50
TOTAL ZONES		64,700			34,303	53	97
NEWSPAPER DESIGNATED MARKET		54,300			31,925	59	90
TOTAL PAID CIRCULATION					35,509		
COUNTY CIRCULATION							
ONTARIO							
* FRONTENAC		46,500			26,874	58	76
HASTINGS		45,400			411	1	1
LEEDS & GRENVILLE		32,000			2,375	7	7

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
KINGSTON (CONT.)			O27				
KINGSTON WHIG-STANDARD	12/90			EVE (M-S)			
LENNOX & ADDINGTON		12,800			4,962	39	14
PRINCE EDWARD		8,600			471	6	1
REMAINDER OF CIRCULATION					416		1
KIRKLAND LAKE			F 7				
KIRKLAND LAKE NORTHERN NEWS	3/90			EVE (M-S)			
CITY ZONE		4,900			3,288	67	56
RETAIL TRADING ZONE		9,300			2,418	26	41
TOTAL ZONES		14,200			5,706	40	97
TOTAL PAID CIRCULATION					5,874		
COUNTY CIRCULATION							
ONTARIO							
* TIMISKAMING		15,200			5,706	38	97
REMAINDER OF CIRCULATION					168		3
KITCHENER-WATERLOO			K20				
KITCHENER-WATERLOO RECORD	12/90			EVE (M-S)			
CITY ZONE		86,100			52,759	61	65
RETAIL TRADING ZONE		43,900			17,685	40	22
TOTAL ZONES		130,000			70,444	54	87
CENSUS METROPOLITAN AREA		122,400			63,133	52	78
TOTAL PAID CIRCULATION					80,812		
COUNTY CIRCULATION							
ONTARIO							
BRUCE		22,600			1,386	6	2
GREY		29,900			836	3	1
HURON		21,000			938	5	1
OXFORD		33,200			1,426	4	2
PERTH		25,700			3,056	12	4
* WATERLOO		128,400			65,710	51	81
WELLINGTON		55,200			7,285	13	9
REMAINDER OF CIRCULATION					175		
LINDSAY			N22				
LINDSAY POST	3/90			EVE (M-F)			
CITY ZONE		6,700			4,987	74	83
RETAIL TRADING ZONE		18,000			932	5	16
TOTAL ZONES		24,700			5,919	24	99
TOTAL PAID CIRCULATION					6,008		

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
LINDSAY (CONT.)			N22				
LINDSAY POST	3/90			EVE (M-F)			
COUNTY CIRCULATION							
ONTARIO							
* VICTORIA		23,000			5,922	26	99
REMAINDER OF CIRCULATION					86		1
LONDON			R14				
LONDON FREE PRESS	9/90			MORN (M-S)			
CITY ZONE		113,600			65,353	58	52
BALANCE IN NEWSPAPER DESIGNATED MARKET		46,100			20,066	44	16
TOTAL ZONES		159,700			85,419	54	68
CENSUS METROPOLITAN AREA		139,000			75,346	54	60
TOTAL PAID CIRCULATION					124,879		
COUNTY CIRCULATION							
ONTARIO							
BRUCE		22,600			740	3	1
ELGIN		25,700			8,847	34	7
HALDIMAND-NORFOLK		35,000			620	2	1
HURON		21,000			6,418	31	5
KENT		39,600			7,850	20	6
LAMBTON		48,800			11,649	24	9
* MIDDLESEX		134,000			76,572	57	61
OXFORD		33,200			9,391	28	8
PERTH		25,700			2,319	9	2
REMAINDER OF CIRCULATION					473		
NIAGARA FALLS			P 9				
NIAGARA FALLS REVIEW	12/90			EVE (M-S)			
CITY ZONE		28,100			19,208	68	83
RETAIL TRADING ZONE		9,000			3,511	39	15
TOTAL ZONES		37,100			22,719	61	99
CENSUS METROPOLITAN AREA		133,200			19,429	15	84
TOTAL PAID CIRCULATION					23,038		
COUNTY CIRCULATION							
ONTARIO							
* NIAGARA		142,800			22,872	16	99
REMAINDER OF CIRCULATION					166		1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
NORTH BAY			F21				
NORTH BAY NUGGET	3/90			EVE (M-S)			
CITY ZONE		19,800			14,722	74	61
RETAIL TRADING ZONE		20,300			7,865	39	33
TOTAL ZONES		40,100			22,587	56	94
TOTAL PAID CIRCULATION					24,015		
COUNTY CIRCULATION							
QUEBEC							
TEMISCAMINGUE		20,200			552	3	2
ONTARIO							
* NIPISSING		30,200			19,139	63	80
PARRY SOUND		14,000			2,896	21	12
TIMISKAMING		15,200			1,101	7	5
REMAINDER OF CIRCULATION					327		1
ORILLIA			M19				
ORILLIA PACKET & TIMES	6/90			EVE (M-S)			
CITY ZONE		9,600			7,219	75	66
RETAIL TRADING ZONE		7,800			3,351	43	30
TOTAL ZONES		17,400			10,570	61	96
TOTAL PAID CIRCULATION					11,019		
COUNTY CIRCULATION							
ONTARIO							
MUSKOKA		17,400			268	2	2
* SIMCOE		98,200			10,606	11	96
REMAINDER OF CIRCULATION					145		1
OSHAWA			K10				
OSHAWA TIMES	12/90			EVE (M-S)			
CITY ZONE		47,600			15,902	33	76
RETAIL TRADING ZONE		31,300			4,724	15	23
TOTAL ZONES		78,900			20,626	26	99
CENSUS METROPOLITAN AREA		78,100			18,520	24	89
TOTAL PAID CIRCULATION					20,892		
COUNTY CIRCULATION							
ONTARIO							
* DURHAM		128,000			20,841	16	100
REMAINDER OF CIRCULATION					51		

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
OTTAWA			S31				
OTTAWA CITIZEN	3/90			ALL DAY (M-F)			
NEWSPAPER DESIGNATED MARKET		331,600			148,991	45	81
TOTAL ZONES		331,600			148,991	45	81
CENSUS METROPOLITAN AREA		331,600			148,991	45	81
TOTAL PAID CIRCULATION					185,094		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		20,700			4,584	22	3
HULL		55,600			6,590	12	4
ILE-DE-MONTREAL		752,700			347		
PAPINEAU		16,000			856	5	1
PONTIAC		7,300			1,509	21	1
ONTARIO							
FRONTENAC		46,500			445	1	
LANARK		20,100			8,596	43	5
LEEDS & GRENVILLE		32,000			3,817	12	2
* OTTAWA-CARLETON		249,800			135,347	54	73
PRESCOTT & RUSSELL		22,000			5,027	23	3
RENFREW		34,000			10,109	30	6
STOR. , DUN. & GLEN.		39,500			6,922	18	4
TORONTO		842,600			289		
REMAINDER OF CIRCULATION					656		
OTTAWA CITIZEN	3/90			SATURDAY			
NEWSPAPER DESIGNATED MARKET		331,600			189,389	57	79
TOTAL ZONES		331,600			189,389	57	79
CENSUS METROPOLITAN AREA		331,600			189,389	57	79
TOTAL PAID CIRCULATION					239,518		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		20,700			7,034	34	3
HULL		55,600			8,700	16	4
ILE-DE-MONTREAL		752,700			1,256		1
PAPINEAU		16,000			1,218	8	1
PONTIAC		7,300			2,268	31	1
ONTARIO							
FRONTENAC		46,500			706	2	
LANARK		20,100			11,094	55	5
LEEDS & GRENVILLE		32,000			5,651	18	2
* OTTAWA-CARLETON		249,800			170,484	68	71
PRESCOTT & RUSSELL		22,000			6,792	31	3
RENFREW		34,000			14,002	41	6
STOR. , DUN. & GLEN.		39,500			8,650	22	4
TORONTO		842,600			440		
REMAINDER OF CIRCULATION					1,223		1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
OTTAWA (CONT.)			S31				
OTTAWA CITIZEN	3/90			SUNDAY			
NEWSPAPER DESIGNATED MARKET		331,600			127,414	38	79
TOTAL ZONES		331,600			127,414	38	79
CENSUS METROPOLITAN AREA		331,600			127,414	38	79
TOTAL PAID CIRCULATION					161,073		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		20,700			4,327	21	3
HULL		55,600			4,783	9	3
ILE-DE-MONTREAL		752,700			314		
PAPINEAU		16,000			791	5	1
PONTIAC		7,300			1,460	20	1
ONTARIO							
FRONTENAC		46,500			294	1	
LANARK		20,100			8,132	41	5
LEEDS & GRENVILLE		32,000			3,440	11	2
* OTTAWA-CARLETON		249,800			115,908	46	72
PRESCOTT & RUSSELL		22,000			4,873	22	3
RENFREW		34,000			9,465	28	6
STOR. , DUN. & GLEN.		39,500			6,599	17	4
REMAINDER OF CIRCULATION					687		
OTTAWA. ONTARIO-HULL. QUEBEC			S31				
OTTAWA LE DROIT (F)	3/90			ALL DAY (M-F)			
NEWSPAPER DESIGNATED MARKET		269,800			28,303	11	80
TOTAL ZONES		269,800			28,303	11	80
CENSUS METROPOLITAN AREA		331,600			25,786	8	73
TOTAL PAID CIRCULATION					35,424		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		20,700			3,869	19	11
HULL		55,600			15,834	29	45
PAPINEAU		16,000			3,772	24	11
PONTIAC		7,300			503	7	1
ONTARIO							
* OTTAWA-CARLETON		249,800			6,822	3	19
PRESCOTT & RUSSELL		22,000			3,127	14	9
REMAINDER OF CIRCULATION					1,497		4

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
OTTAWA, ONTARIO-HULL, QUEBEC (CONT.)			S31				
OTTAWA LE DROIT (F)	3/90			SATURDAY			
NEWSPAPER DESIGNATED MARKET		269,800			32,987	12	81
TOTAL ZONES		269,800			32,987	12	81
CENSUS METROPOLITAN AREA		331,600			29,992	9	73
TOTAL PAID CIRCULATION					40,956		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		20,700			4,823	23	12
HULL		55,600			18,995	34	46
PAPINEAU		16,000			4,260	27	10
PONTIAC		7,300			587	8	1
ONTARIO							
* OTTAWA-CARLETON		249,800			7,057	3	17
PRESCOTT & RUSSELL		22,000			3,401	16	8
REMAINDER OF CIRCULATION					1,833		5
OTTAWA			S31				
OTTAWA SUN	3/90			ALL DAY (M-F)			
NEWSPAPER DESIGNATED MARKET		225,800			27,376	12	90
TOTAL ZONES		225,800			27,376	12	90
CENSUS METROPOLITAN AREA		331,600			28,895	9	95
TOTAL PAID CIRCULATION					30,505		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		20,700			312	2	1
HULL		55,600			673	1	2
ONTARIO							
LANARK		20,100			382	2	1
LEEDS & GRENVILLE		32,000			350	1	1
* OTTAWA-CARLETON		249,800			27,986	11	92
RENFREW		34,000			423	1	1
STOR. , DUN. & GLEN.		39,500			319	1	1
REMAINDER OF CIRCULATION					60		
OTTAWA SUN	3/90			SUNDAY			
NEWSPAPER DESIGNATED MARKET		225,800			28,788	13	83
TOTAL ZONES		225,800			28,788	13	83
CENSUS METROPOLITAN AREA		331,600			30,595	9	89
TOTAL PAID CIRCULATION					34,584		
COUNTY CIRCULATION							
QUEBEC							
GATINEAU		20,700			460	2	1
HULL		55,600			615	1	2
ONTARIO							
FRONTENAC		46,500			867	2	3

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
OTTAWA (CONT.)			S31				
OTTAWA SUN	3/90			SUNDAY			
LANARK		20,100			788	4	2
LEEDS & GRENVILLE		32,000			608	2	2
* OTTAWA-CARLETON		249,800			29,672	12	86
RENFREW		34,000			819	2	2
STOR. , DUN. & GLEN.		39,500			493	1	1
REMAINDER OF CIRCULATION					262		1
OWEN SOUND			L16				
OWEN SOUND SUN TIMES	3/90			EVE (M-S)			
CITY ZONE		8,300			7,466	90	31
RETAIL TRADING ZONE		36,400			15,067	41	63
TOTAL ZONES		44,700			22,533	50	94
TOTAL PAID CIRCULATION					24,051		
COUNTY CIRCULATION							
ONTARIO							
BRUCE		22,600			7,993	35	33
* GREY		29,900			15,539	52	65
REMAINDER OF CIRCULATION					519		2
PEMBROKE			I26				
PEMBROKE OBSERVER	9/90			EVE (M-S)			
CITY ZONE		6,200			4,174	67	56
RETAIL TRADING ZONE		11,700			3,142	27	42
TOTAL ZONES		17,900			7,316	41	99
TOTAL PAID CIRCULATION					7,405		
COUNTY CIRCULATION							
ONTARIO							
* RENFREW		34,000			7,138	21	96
REMAINDER OF CIRCULATION					267		4
PETERBOROUGH			O22				
PETERBOROUGH EXAMINER	12/90			EVE (M-S)			
CITY ZONE		25,100			18,723	75	67
RETAIL TRADING ZONE		25,800			8,487	33	30
TOTAL ZONES		50,900			27,210	54	97
TOTAL PAID CIRCULATION					28,022		
COUNTY CIRCULATION							
ONTARIO							
NORTHUMBERLAND		27,500			1,148	4	4
* PETERBOROUGH		44,000			25,657	58	92

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO								
PETERBOROUGH	(CONT.)			O22				
PETERBOROUGH EXAMINER		12/90			EVE (M-S)			
VICTORIA			23,000			935	4	3
REMAINDER OF CIRCULATION						282		1
PETERBOROUGH EXAMINER		12/90			SUNDAY			
CITY ZONE			25,100			16,192	65	67
RETAIL TRADING ZONE			25,800			7,381	29	30
TOTAL ZONES			50,900			23,573	46	97
TOTAL PAID CIRCULATION						24,275		
COUNTY CIRCULATION								
ONTARIO								
NORTHUMBERLAND			27,500			903	3	4
* PETERBOROUGH			44,000			22,288	51	92
VICTORIA			23,000			812	4	3
REMAINDER OF CIRCULATION						272		1
PORT HOPE				P22				
PORT HOPE GUIDE		6/90			EVE (M-F)			
CITY ZONE			4,300			3,080	72	86
RETAIL TRADING ZONE			1,400			347	25	10
TOTAL ZONES			5,700			3,427	60	96
TOTAL PAID CIRCULATION						3,578		
COUNTY CIRCULATION								
ONTARIO								
* NORTHUMBERLAND			27,500			3,427	13	96
REMAINDER OF CIRCULATION						151		4
ST. CATHARINES				O 8				
ST. CATHARINES STANDARD		12/90			EVE (M-S)			
CITY ZONE			51,800			34,532	67	80
RETAIL TRADING ZONE			17,400			6,463	37	15
TOTAL ZONES			69,200			40,995	59	95
CENSUS METROPOLITAN AREA			133,200			41,113	31	95
TOTAL PAID CIRCULATION						43,383		
COUNTY CIRCULATION								
ONTARIO								
* NIAGARA			142,800			43,281	30	100
REMAINDER OF CIRCULATION						102		

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
ST. THOMAS			S13				
ST. THOMAS TIMES-JOURNAL	12/90			EVE (M-S)			
CITY ZONE		11,800			7,330	62	72
RETAIL TRADING ZONE		8,500			2,657	31	26
TOTAL ZONES		20,300			9,987	49	98
CENSUS METROPOLITAN AREA		139,000			9,014	7	88
TOTAL PAID CIRCULATION					10,223		
COUNTY CIRCULATION							
ONTARIO							
* ELGIN		25,700			9,987	39	98
REMAINDER OF CIRCULATION					236		2
SARNIA			R10				
SARNIA OBSERVER	9/90			EVE (M-S)			
CITY ZONE		29,800			19,964	67	83
RETAIL TRADING ZONE		10,600			3,751	35	16
TOTAL ZONES		40,400			23,715	59	98
TOTAL PAID CIRCULATION					24,212		
COUNTY CIRCULATION							
ONTARIO							
* LAMBTON		48,800			24,148	50	100
REMAINDER OF CIRCULATION					64		
SAULT STE. MARIE			D 8				
SAULT STE. MARIE SAULT STAR	3/90			EVE (M-S)			
CITY ZONE		28,100			22,125	79	82
RETAIL TRADING ZONE		5,800			4,580	79	17
TOTAL ZONES		33,900			26,705	79	98
TOTAL PAID CIRCULATION					27,152		
COUNTY CIRCULATION							
ONTARIO							
* ALGOMA		44,400			26,951	61	99
REMAINDER OF CIRCULATION					201		1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
SIMCOE			S16				
SIMCOE REFORMER	3/90			EVE (M-F)			
CITY ZONE		5,500			4,273	78	42
RETAIL TRADING ZONE		16,200			5,718	35	56
TOTAL ZONES		21,700			9,991	46	98
TOTAL PAID CIRCULATION					10,235		
COUNTY CIRCULATION							
ONTARIO							
* HALDIMAND-NORFOLK		35,000			10,053	29	98
REMAINDER OF CIRCULATION					182		2
STRATFORD			Q15				
STRATFORD BEACON-HERALD	12/90			EVE (M-S)			
CITY ZONE		11,000			8,382	76	61
RETAIL TRADING ZONE		12,000			4,435	37	32
TOTAL ZONES		23,000			12,817	56	93
TOTAL PAID CIRCULATION					13,788		
COUNTY CIRCULATION							
ONTARIO							
OXFORD		33,200			613	2	4
* PERTH		25,700			12,817	50	93
REMAINDER OF CIRCULATION					358		3
SUDBURY			E17				
SUDBURY STAR	3/90			EVE (M-S)			
NEWSPAPER DESIGNATED MARKET		57,000			26,246	46	90
RETAIL TRADING ZONE		10,500			2,243	21	8
TOTAL ZONES		67,500			28,489	42	97
CENSUS METROPOLITAN AREA		55,100			25,381	46	87
TOTAL PAID CIRCULATION					29,259		
COUNTY CIRCULATION							
ONTARIO							
ALGOMA		44,400			548	1	2
MANITOULIN		3,800			650	17	2
* SUDBURY RM		57,000			26,246	46	90
SUDBURY DISTRICT		9,100			1,593	18	5
REMAINDER OF CIRCULATION					222		1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
THUNDER BAY			F 4				
THUNDER BAY TIMES-NEWS,CHRONICLE-JOURNAL	6/90			MORN/EVE (M-F)			
CITY ZONE		41,800			32,135	77	82
RETAIL TRADING ZONE		16,600			5,366	32	14
TOTAL ZONES		58,400			37,501	64	96
CENSUS METROPOLITAN AREA		46,100			32,339	70	83
TOTAL PAID CIRCULATION					39,024		
COUNTY CIRCULATION							
ONTARIO							
KENORA		21,300			964	5	3
RAINY RIVER		8,400			944	11	2
* THUNDER BAY		60,700			36,693	60	94
REMAINDER OF CIRCULATION					423		1
THUNDER BAY TIMES-NEWS, CHRONICLE-JRNL.	6/90			SUNDAY			
CITY ZONE		41,800			28,592	68	82
RETAIL TRADING ZONE		16,600			5,005	30	14
TOTAL ZONES		58,400			33,597	58	96
CENSUS METROPOLITAN AREA		46,100			28,806	63	82
TOTAL PAID CIRCULATION					35,023		
COUNTY CIRCULATION							
ONTARIO							
KENORA		21,300			907	4	3
RAINY RIVER		8,400			898	11	3
* THUNDER BAY		60,700			32,842	54	94
REMAINDER OF CIRCULATION					376		1
TIMMINS			F 6				
TIMMINS PRESS	3/90			EVE (M-S)			
CITY ZONE		17,700			10,400	59	80
RETAIL TRADING ZONE		5,300			1,196	23	9
TOTAL ZONES		23,000			11,596	50	89
TOTAL PAID CIRCULATION					13,049		
COUNTY CIRCULATION							
ONTARIO							
* COCHRANE		34,300			12,709	37	97
SUDBURY DISTRICT		9,100			272	3	2
REMAINDER OF CIRCULATION					68		1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
TORONTO			K 8				
TORONTO STAR	9/90			ALL DAY (M-F)			
NEWSPAPER DESIGNATED MARKET		1,401,800			408,093	29	79
TOTAL ZONES		1,401,800			408,093	29	79
CENSUS METROPOLITAN AREA		1,293,200			382,456	30	74
TOTAL PAID CIRCULATION					516,251		
COUNTY CIRCULATION							
QUEBEC							
ILE-DE-MONTREAL		752,700			652		
ONTARIO							
ALGOMA		44,400			1,719	4	
BRANT		40,700			2,426	6	1
BRUCE		22,600			2,942	13	1
COCHRANE		34,300			875	3	
DUFFERIN		12,300			1,958	16	
DURHAM		128,000			24,343	19	5
ELGIN		25,700			340	1	
FRONTENAC		46,500			3,186	7	1
GREY		29,900			2,538	9	1
HALDIMAND-NORFOLK		35,000			2,111	6	
HALIBURTON		5,300			1,096	21	
HALTON		99,200			19,435	20	4
HAMILTON-WENTWORTH		166,400			6,440	4	1
HASTINGS		45,400			5,744	13	1
HURON		21,000			879	4	
KENT		39,600			583	2	
LANARK		20,100			344	2	
LEEDS & GRENVILLE		32,000			878	3	
LENNOX & ADDINGTON		12,800			778	6	
MIDDLESEX		134,000			4,149	3	1
MUSKOKA		17,400			4,419	25	1
NIAGARA		142,800			11,636	8	2
NIPISSING		30,200			2,018	7	
NORTHUMBERLAND		27,500			3,829	14	1
OTTAWA-CARLETON		249,800			2,587	1	1
OXFORD		33,200			770	2	
PARRY SOUND		14,000			2,331	17	1
PEEL		201,800			60,200	30	12
PERTH		25,700			1,090	4	
PETERBOROUGH		44,000			4,365	10	1
PRINCE EDWARD		8,600			918	11	
RENFREW		34,000			663	2	
SIMCOE		98,200			14,819	15	3
STOR. , DUN. & GLEN.		39,500			323	1	
SUDBURY RM		57,000			3,650	6	1
THUNDER BAY		60,700			251		
TIMISKAMING		15,200			393	3	
* TORONTO		842,600			260,887	31	51
VICTORIA		23,000			3,847	17	1
WATERLOO		128,400			3,476	3	1
WELLINGTON		55,200			4,221	8	1
YORK		136,800			45,143	33	9

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
TORONTO (CONT.)			K 8				
TORONTO STAR	9/90			ALL DAY (M-F)			
REMAINDER OF CIRCULATION					999		
TORONTO STAR	9/90			SATURDAY			
NEWSPAPER DESIGNATED MARKET		1,401,800			588,634	42	76
TOTAL ZONES		1,401,800			588,634	42	76
CENSUS METROPOLITAN AREA		1,293,200			544,461	42	70
TOTAL PAID CIRCULATION					777,039		
COUNTY CIRCULATION							
QUEBEC							
ILE-DE-MONTREAL		752,700			1,296		
ONTARIO							
ALGOMA		44,400			2,262	5	
BRANT		40,700			3,634	9	1
BRUCE		22,600			5,231	23	1
COCHRANE		34,300			1,390	4	
DUFFERIN		12,300			4,379	36	1
DURHAM		128,000			41,548	33	5
ELGIN		25,700			433	2	
ESSEX		122,900			1,166	1	
FRONTENAC		46,500			4,156	9	1
GREY		29,900			5,232	18	1
HALDIMAND-NORFOLK		35,000			3,453	10	
HALIBURTON		5,300			2,939	56	
HALTON		99,200			31,451	32	4
HAMILTON-WENTWORTH		166,400			6,647	4	1
HASTINGS		45,400			8,751	19	1
HURON		21,000			1,621	8	
KENT		39,600			752	2	
LAMBTON		48,800			1,177	2	
LANARK		20,100			584	3	
LEEDS & GRENVILLE		32,000			1,309	4	
LENNOX & ADDINGTON		12,800			1,107	9	
MANITOULIN		3,800			192	5	
MIDDLESEX		134,000			5,370	4	1
MUSKOKA		17,400			9,059	52	1
NIAGARA		142,800			16,425	12	2
NIPISSING		30,200			2,435	8	
NORTHUMBERLAND		27,500			6,481	24	1
OTTAWA-CARLETON		249,800			3,532	1	1
OXFORD		33,200			1,398	4	
PARRY SOUND		14,000			3,982	28	1
PEEL		201,800			88,795	44	11
PERTH		25,700			2,480	10	
PETERBOROUGH		44,000			9,533	22	1
PRINCE EDWARD		8,600			1,497	17	
RENFREW		34,000			1,160	3	
SIMCOE		98,200			32,960	34	4
STOR. , DUN. & GLEN.		39,500			474	1	
SUDBURY RM		57,000			4,355	8	1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
TORONTO (CONT.)			K 8				
TORONTO STAR	9/90			SATURDAY			
THUNDER BAY		60,700			510	1	
TIMISKAMING		15,200			633	4	
* TORONTO		842,600			356,820	42	46
VICTORIA		23,000			8,792	38	1
WATERLOO		128,400			6,547	5	1
WELLINGTON		55,200			8,841	16	1
YORK		136,800			73,067	53	9
REMAINDER OF CIRCULATION					1,183		
TORONTO STAR	9/90			SUNDAY			
NEWSPAPER DESIGNATED MARKET		1,401,800			368,031	26	69
TOTAL ZONES		1,401,800			368,031	26	69
CENSUS METROPOLITAN AREA		1,293,200			342,795	27	64
TOTAL PAID CIRCULATION					533,039		
COUNTY CIRCULATION							
QUEBEC							
ILE-DE-MONTREAL		752,700			452		
ONTARIO							
ALGOMA		44,400			2,102	5	
BRANT		40,700			3,352	8	1
BRUCE		22,600			3,637	16	1
COCHRANE		34,300			836	2	
DUFFERIN		12,300			2,151	18	
DURHAM		128,000			23,972	19	5
ELGIN		25,700			2,486	10	1
ESSEX		122,900			1,666	1	
FRONTENAC		46,500			4,695	10	1
GREY		29,900			3,333	11	1
HALDIMAND-NORFOLK		35,000			3,410	10	1
HALIBURTON		5,300			1,528	29	
HALTON		99,200			20,295	21	4
HAMILTON-WENTWORTH		166,400			9,429	6	2
HASTINGS		45,400			7,044	16	1
HURON		21,000			1,841	9	
KENT		39,600			1,890	5	
LAMBTON		48,800			2,918	6	1
LANARK		20,100			594	3	
LEEDS & GRENVILLE		32,000			1,630	5	
LENNOX & ADDINGTON		12,800			1,167	9	
MIDDLESEX		134,000			19,516	15	4
MUSKOKA		17,400			4,883	28	1
NIAGARA		142,800			15,124	11	3
NIPISSING		30,200			2,770	9	1
NORTHUMBERLAND		27,500			4,176	15	1
OTTAWA-CARLETON		249,800			5,890	2	1
OXFORD		33,200			2,217	7	
PARRY SOUND		14,000			2,464	18	1
PEEL		201,800			57,401	28	11
PERTH		25,700			2,286	9	

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
TORONTO (CONT.)			K 8				
TORONTO STAR	9/90			SUNDAY			
PETERBOROUGH		44,000			5,359	12	1
PRINCE EDWARD		8,600			1,068	12	
RENFREW		34,000			1,145	3	
SIMCOE		98,200			17,489	18	3
STOR. , DUN. & GLEN.		39,500			843	2	
SUDBURY RM		57,000			4,436	8	1
THUNDER BAY		60,700			274	1	
TIMISKAMING		15,200			437	3	
* TORONTO		842,600			221,173	26	42
VICTORIA		23,000			4,371	19	1
WATERLOO		128,400			5,862	5	1
WELLINGTON		55,200			5,458	10	1
YORK		136,800			47,371	35	9
REMAINDER OF CIRCULATION					598		
TORONTO SUN	9/90			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		1,401,800			246,732	18	87
TOTAL ZONES		1,401,800			246,732	18	87
CENSUS METROPOLITAN AREA		1,293,200			221,547	17	78
TOTAL PAID CIRCULATION					284,818		
COUNTY CIRCULATION							
ONTARIO							
BRANT		40,700			2,232	6	1
DUFFERIN		12,300			1,520	12	1
DURHAM		128,000			22,266	17	8
HALTON		99,200			11,207	11	4
HAMILTON-WENTWORTH		166,400			7,851	5	3
NIAGARA		142,800			4,528	3	2
NORTHUMBERLAND		27,500			1,287	5	1
PEEL		201,800			44,763	22	16
PETERBOROUGH		44,000			2,475	6	1
SIMCOE		98,200			7,561	8	3
* TORONTO		842,600			147,115	18	52
VICTORIA		23,000			1,004	4	
WATERLOO		128,400			6,473	5	2
WELLINGTON		55,200			3,239	6	1
YORK		136,800			21,150	16	7
REMAINDER OF CIRCULATION					147		

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO								
TORONTO	(CONT.)			K 8				
TORONTO SUN		9/90			SATURDAY			
NEWSPAPER DESIGNATED MARKET			1,401,800			156,798	11	81
TOTAL ZONES			1,401,800			156,798	11	81
CENSUS METROPOLITAN AREA			1,293,200			138,726	11	72
TOTAL PAID CIRCULATION						192,676		
COUNTY CIRCULATION								
ONTARIO								
BRANT			40,700			1,582	4	1
BRUCE			22,600			727	3	
DUFFERIN			12,300			1,454	12	1
DURHAM			128,000			14,772	12	8
GREY			29,900			945	3	1
HALTON			99,200			8,110	8	4
HAMILTON-WENTWORTH			166,400			6,298	4	3
MUSKOKA			17,400			1,164	7	1
NIAGARA			142,800			4,377	3	2
NORTHUMBERLAND			27,500			1,068	4	1
PARRY SOUND			14,000			280	2	
PEEL			201,800			26,584	13	14
PETERBOROUGH			44,000			2,022	5	1
SIMCOE			98,200			7,767	8	4
* TORONTO			842,600			94,292	11	49
VICTORIA			23,000			960	4	1
WATERLOO			128,400			4,974	4	3
WELLINGTON			55,200			2,438	4	1
YORK			136,800			12,708	9	7
REMAINDER OF CIRCULATION						154		
TORONTO SUN		9/90			SUNDAY			
NEWSPAPER DESIGNATED MARKET			1,401,800			392,599	28	84
TOTAL ZONES			1,401,800			392,599	28	84
CENSUS METROPOLITAN AREA			1,293,200			338,890	26	73
TOTAL PAID CIRCULATION						465,727		
COUNTY CIRCULATION								
ONTARIO								
BRANT			40,700			1,720	4	
BRUCE			22,600			1,173	5	
DUFFERIN			12,300			4,343	35	1
DURHAM			128,000			45,335	35	10
GREY			29,900			1,685	6	
HALTON			99,200			26,525	27	6
HAMILTON-WENTWORTH			166,400			9,563	6	2
HASTINGS			45,400			1,578	4	
MIDDLESEX			134,000			1,551	1	
MUSKOKA			17,400			2,188	13	1
NIAGARA			142,800			7,562	5	2
NORTHUMBERLAND			27,500			2,388	9	1
OXFORD			33,200			621	2	

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO								
TORONTO	(CONT.)			K 8				
TORONTO SUN		9/90			SUNDAY			
PARRY SOUND			14,000			430	3	
PEEL			201,800			75,226	37	16
PETERBOROUGH			44,000			4,498	10	1
PRINCE EDWARD			8,600			371	4	
SIMCOE			98,200			18,187	19	4
* TORONTO			842,600			207,932	25	45
VICTORIA			23,000			2,769	12	1
WATERLOO			128,400			7,419	6	2
WELLINGTON			55,200			4,337	8	1
YORK			136,800			37,659	28	8
REMAINDER OF CIRCULATION						667		
WELLAND				P 8				
WELLAND TRIBUNE		12/90			EVE (M-S)			
CITY ZONE			17,600			11,108	63	62
RETAIL TRADING ZONE			13,700			6,071	44	34
TOTAL ZONES			31,300			17,179	55	96
CENSUS METROPOLITAN AREA			133,200			17,293	13	97
TOTAL PAID CIRCULATION						17,914		
COUNTY CIRCULATION								
ONTARIO								
* NIAGARA			142,800			17,689	12	99
REMAINDER OF CIRCULATION						225		1
WINDSOR				T 8				
WINDSOR STAR		3/90			EVE (M-S)			
CITY ZONE			86,400			63,310	73	74
RETAIL TRADING ZONE			38,500			20,829	54	24
TOTAL ZONES			124,900			84,139	67	98
CENSUS METROPOLITAN AREA			100,500			70,598	70	82
TOTAL PAID CIRCULATION						85,631		
COUNTY CIRCULATION								
ONTARIO								
* ESSEX			122,900			82,571	67	96
KENT			39,600			2,774	7	3
REMAINDER OF CIRCULATION						286		

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ONTARIO							
WOODSTOCK			R15				
WOODSTOCK SENTINEL-REVIEW	12/90			EVE (M-S)			
CITY ZONE		10,500			6,710	64	62
RETAIL TRADING ZONE		11,200			4,034	36	37
TOTAL ZONES		21,700			10,744	50	99
TOTAL PAID CIRCULATION					10,820		
COUNTY CIRCULATION							
ONTARIO							
* OXFORD		33,200			10,744	32	99
REMAINDER OF CIRCULATION					76		1

* DENOTES HOME COUNTY

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
MANITOBA							
BRANDON			Q 4				
BRANDON SUN	6/90			EVE (M-S)			
CITY ZONE		15,200			11,346	75	60
RETAIL TRADING ZONE		20,000			6,268	31	33
TOTAL ZONES		35,200			17,614	50	94
TOTAL PAID CIRCULATION					18,789		
CENSUS DIVISION CIRCULATION							
MANITOBA							
CEN. DIV. 05		6,000			1,590	27	9
CEN. DIV. 06		3,900			1,115	29	6
* CEN. DIV. 07		21,200			13,768	65	73
CEN. DIV. 15		9,200			1,856	20	10
REMAINDER OF CIRCULATION					460		2
BRANDON SUN	6/90			SUNDAY			
CITY ZONE		15,200			10,168	67	63
RETAIL TRADING ZONE		20,000			5,210	26	32
TOTAL ZONES		35,200			15,378	44	95
TOTAL PAID CIRCULATION					16,277		
CENSUS DIVISION CIRCULATION							
MANITOBA							
CEN. DIV. 05		6,000			1,297	22	8
CEN. DIV. 06		3,900			939	24	6
* CEN. DIV. 07		21,200			12,172	57	75
CEN. DIV. 15		9,200			1,468	16	9
REMAINDER OF CIRCULATION					401		3
PORTAGE LA PRAIRIE			P 8				
PORTAGE LA PRAIRIE GRAPHIC	6/90			EVE (M-S)			
CITY ZONE		5,500			4,147	75	92
RETAIL TRADING ZONE		4,700			301	6	7
TOTAL ZONES		10,200			4,448	44	98
TOTAL PAID CIRCULATION					4,533		
CENSUS DIVISION CIRCULATION							
MANITOBA							
* CEN. DIV. 09		8,900			4,448	50	98
REMAINDER OF CIRCULATION					85		2

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
MANITOBA							
WINNIPEG			G11				
WINNIPEG SUN	3/90			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		235,200			42,489	18	88
TOTAL ZONES		235,200			42,489	18	88
CENSUS METROPOLITAN AREA		245,800			42,819	17	89
TOTAL PAID CIRCULATION					48,308		
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,300			478	2	1
MANITOBA							
CEN. DIV. 02		13,900			576	4	1
CEN. DIV. 03		13,800			440	3	1
CEN. DIV. 07		21,200			570	3	1
CEN. DIV. 09		8,900			516	6	1
CEN. DIV. 10		2,100			269	13	1
* CEN. DIV. 11		235,200			42,489	18	88
CEN. DIV. 12		6,000			407	7	1
CEN. DIV. 13		11,700			841	7	2
CEN. DIV. 21		7,500			293	4	1
CEN. DIV. 22		8,100			293	4	1
REMAINDER OF CIRCULATION					1,136		2
WINNIPEG SUN	3/90			SUNDAY			
NEWSPAPER DESIGNATED MARKET		235,200			47,673	20	86
TOTAL ZONES		235,200			47,673	20	86
CENSUS METROPOLITAN AREA		245,800			48,203	20	87
TOTAL PAID CIRCULATION					55,160		
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,300			521	2	1
MANITOBA							
CEN. DIV. 01		5,700			433	8	1
CEN. DIV. 02		13,900			808	6	2
CEN. DIV. 03		13,800			561	4	1
CEN. DIV. 07		21,200			674	3	1
CEN. DIV. 09		8,900			754	9	1
CEN. DIV. 10		2,100			337	16	1
* CEN. DIV. 11		235,200			47,673	20	86
CEN. DIV. 12		6,000			552	9	1
CEN. DIV. 13		11,700			1,181	10	2
CEN. DIV. 14		4,800			255	5	1
CEN. DIV. 18		8,100			363	5	1
CEN. DIV. 21		7,500			290	4	1
REMAINDER OF CIRCULATION					758		1

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
MANITOBA							
WINNIPEG			G11				
WINNIPEG FREE PRESS	3/90			EVE (M-F)			
CITY ZONE		237,800			132,584	56	78
BALANCE IN NEWSPAPER DESIGNATED MARKET		46,300			20,301	44	12
TOTAL ZONES		284,100			152,885	54	90
CENSUS METROPOLITAN AREA		245,800			134,909	55	79
TOTAL PAID CIRCULATION					170,067		
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,300			2,581	12	2
RAINY RIVER		8,400			774	9	1
MANITOBA							
CEN. DIV. 01		5,700			2,124	37	1
CEN. DIV. 02		13,900			4,064	29	2
CEN. DIV. 03		13,800			2,177	16	1
CEN. DIV. 04		3,800			586	15	
CEN. DIV. 05		6,000			363	6	
CEN. DIV. 06		3,900			223	6	
CEN. DIV. 07		21,200			1,930	9	1
CEN. DIV. 08		5,400			558	10	
CEN. DIV. 09		8,900			1,781	20	1
CEN. DIV. 10		2,100			847	40	1
* CEN. DIV. 11		235,200			132,543	56	78
CEN. DIV. 12		6,000			2,645	44	2
CEN. DIV. 13		11,700			5,403	46	3
CEN. DIV. 14		4,800			2,237	47	1
CEN. DIV. 15		9,200			710	8	
CEN. DIV. 16		4,600			346	8	
CEN. DIV. 17		10,800			1,103	10	1
CEN. DIV. 18		8,100			3,315	41	2
CEN. DIV. 20		4,700			563	12	
CEN. DIV. 21		7,500			1,165	16	1
CEN. DIV. 22		8,100			1,001	12	1
CEN. DIV. 23		2,400			324	14	
REMAINDER OF CIRCULATION					704		
WINNIPEG FREE PRESS	3/90			SATURDAY			
CITY ZONE		237,800			170,450	72	73
BALANCE IN NEWSPAPER DESIGNATED MARKET		46,300			36,083	78	15
TOTAL ZONES		284,100			206,533	73	88
CENSUS METROPOLITAN AREA		245,800			174,126	71	74
TOTAL PAID CIRCULATION					234,163		
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,300			3,302	16	1
RAINY RIVER		8,400			1,046	13	
THUNDER BAY		60,700			382	1	
MANITOBA							
CEN. DIV. 01		5,700			4,236	74	2

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
MANITOBA							
WINNIPEG (CONT.)			G11				
WINNIPEG FREE PRESS	3/90			SATURDAY			
CEN. DIV. 02		13,900			7,659	55	3
CEN. DIV. 03		13,800			4,743	34	2
CEN. DIV. 04		3,800			1,201	32	1
CEN. DIV. 05		6,000			643	11	
CEN. DIV. 06		3,900			288	7	
CEN. DIV. 07		21,200			2,292	11	1
CEN. DIV. 08		5,400			1,241	23	1
CEN. DIV. 09		8,900			2,921	33	1
CEN. DIV. 10		2,100			1,577	75	1
* CEN. DIV. 11		235,200			170,352	72	73
CEN. DIV. 12		6,000			4,402	73	2
CEN. DIV. 13		11,700			8,509	73	4
CEN. DIV. 14		4,800			4,355	91	2
CEN. DIV. 15		9,200			1,311	14	1
CEN. DIV. 16		4,600			562	12	
CEN. DIV. 17		10,800			1,741	16	1
CEN. DIV. 18		8,100			6,159	76	3
CEN. DIV. 20		4,700			721	15	
CEN. DIV. 21		7,500			1,677	22	1
CEN. DIV. 22		8,100			1,452	18	1
CEN. DIV. 23		2,400			385	16	
REMAINDER OF CIRCULATION					1,006		
WINNIPEG FREE PRESS	3/90			SUNDAY			
CITY ZONE		237,800			116,564	49	78
BALANCE IN NEWSPAPER DESIGNATED MARKET		46,300			18,604	40	12
TOTAL ZONES		284,100			135,168	48	90
CENSUS METROPOLITAN AREA		245,800			118,787	48	79
TOTAL PAID CIRCULATION					150,120		
CENSUS DIVISION CIRCULATION							
ONTARIO							
KENORA		21,300			2,153	10	1
RAINY RIVER		8,400			688	8	1
MANITOBA							
CEN. DIV. 01		5,700			1,957	34	1
CEN. DIV. 02		13,900			3,881	28	3
CEN. DIV. 03		13,800			1,939	14	1
CEN. DIV. 04		3,800			524	14	
CEN. DIV. 05		6,000			337	6	
CEN. DIV. 07		21,200			1,759	8	1
CEN. DIV. 08		5,400			479	9	
CEN. DIV. 09		8,900			1,587	18	1
CEN. DIV. 10		2,100			716	34	1
* CEN. DIV. 11		235,200			116,537	50	78
CEN. DIV. 12		6,000			2,544	42	2
CEN. DIV. 13		11,700			4,994	43	3
CEN. DIV. 14		4,800			2,039	43	1
CEN. DIV. 15		9,200			601	7	
CEN. DIV. 16		4,600			342	7	

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
MANITOBA							
WINNIPEG (CONT.)			G11				
WINNIPEG FREE PRESS	3/90			SUNDAY			
CEN. DIV. 17		10,800			1,000	9	1
CEN. DIV. 18		8,100			2,724	34	2
CEN. DIV. 20		4,700			562	12	
CEN. DIV. 21		7,500			1,166	16	1
CEN. DIV. 22		8,100			809	10	1
CEN. DIV. 23		2,400			216	9	
REMAINDER OF CIRCULATION					566		

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
SASKATCHEWAN							
MOOSE JAW			P 8				
MOOSE JAW TIMES-HERALD	3/90			EVE (M-S)			
CITY ZONE		13,700			8,549	62	91
RETAIL TRADING ZONE		6,600			632	10	7
TOTAL ZONES		20,300			9,181	45	98
TOTAL PAID CIRCULATION					9,364		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 07		19,700			8,978	46	96
REMAINDER OF CIRCULATION					386		4
PRINCE ALBERT			I 8				
PRINCE ALBERT HERALD	3/90			EVE (M-S)			
CITY ZONE		12,400			7,960	64	84
RETAIL TRADING ZONE		9,000			1,299	14	14
TOTAL ZONES		21,400			9,259	43	98
TOTAL PAID CIRCULATION					9,487		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 15		27,900			8,923	32	94
REMAINDER OF CIRCULATION					564		6
REGINA			P10				
REGINA LEADER POST	3/90			EVE (M-S)			
CITY ZONE		67,400			46,105	68	64
BALANCE IN NEWSPAPER DESIGNATED MARKET		116,500			25,161	22	35
TOTAL ZONES		183,900			71,266	39	99
CENSUS METROPOLITAN AREA		71,400			46,153	65	64
TOTAL PAID CIRCULATION					71,872		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 01		11,600			3,282	28	5
CEN. DIV. 02		9,400			2,747	29	4
CEN. DIV. 03		6,800			1,407	21	2
CEN. DIV. 04		4,900			655	13	1
CEN. DIV. 05		14,200			3,658	26	5
* CEN. DIV. 06		80,900			50,906	63	71
CEN. DIV. 07		19,700			2,787	14	4
CEN. DIV. 08		13,000			1,945	15	3
CEN. DIV. 09		16,000			2,456	15	3
CEN. DIV. 10		8,600			946	11	1
CEN. DIV. 11		84,100			599	1	1
REMAINDER OF CIRCULATION					484		1

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
SASKATCHEWAN							
SASKATOON			L 7				
SASKATOON STAR PHOENIX	3/90			ALL DAY (M-S)			
CITY ZONE		71,400			44,034	62	67
BALANCE IN NEWSPAPER DESIGNATED MARKET		27,400			8,245	30	13
TOTAL ZONES		98,800			52,279	53	80
CENSUS METROPOLITAN AREA		79,600			44,034	55	67
TOTAL PAID CIRCULATION					65,673		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 08		13,000			578	4	1
CEN. DIV. 10		8,600			814	10	1
* CEN. DIV. 11		84,100			47,939	57	73
CEN. DIV. 12		8,800			1,885	21	3
CEN. DIV. 13		9,100			2,109	23	3
CEN. DIV. 14		16,200			2,693	17	4
CEN. DIV. 15		27,900			4,562	16	7
CEN. DIV. 16		14,000			2,585	19	4
CEN. DIV. 17		12,100			1,358	11	2
CEN. DIV. 18		6,400			520	8	1
REMAINDER OF CIRCULATION					630		1

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ALBERTA							
CALGARY			O 9				
CALGARY HERALD	6/90			MORN (M-TH & S)			
CITY ZONE		254,200			113,898	45	87
RETAIL TRADING ZONE		160,900			15,068	9	12
TOTAL ZONES		415,100			128,966	31	98
CENSUS METROPOLITAN AREA		266,300			113,898	43	87
TOTAL PAID CIRCULATION					131,206		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,100			388	2	
CEN. DIV. 02		43,600			1,816	4	1
CEN. DIV. 03		10,600			920	9	1
CEN. DIV. 04		4,300			340	8	
CEN. DIV. 05		14,200			2,336	17	2
* CEN. DIV. 06		291,800			121,619	42	93
CEN. DIV. 08		45,500			590	1	
CEN. DIV. 11		311,900			265		
CEN. DIV. 15		9,200			1,390	15	1
BRITISH COLUMBIA							
EAST KOOTENAY		16,800			507	3	
REMAINDER OF CIRCULATION					1,035		1
CALGARY HERALD	6/90			FRIDAY			
CITY ZONE		254,200			145,026	57	86
RETAIL TRADING ZONE		160,900			20,973	13	13
TOTAL ZONES		415,100			165,999	40	99
CENSUS METROPOLITAN AREA		266,300			145,026	55	86
TOTAL PAID CIRCULATION					167,931		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,100			396	2	
CEN. DIV. 02		43,600			1,948	5	1
CEN. DIV. 03		10,600			1,254	12	1
CEN. DIV. 04		4,300			454	11	
CEN. DIV. 05		14,200			4,112	29	2
* CEN. DIV. 06		291,800			155,891	53	93
CEN. DIV. 08		45,500			701	2	
CEN. DIV. 15		9,200			1,506	16	1
BRITISH COLUMBIA							
EAST KOOTENAY		16,800			569	3	
REMAINDER OF CIRCULATION					1,100		1

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ALBERTA							
CALGARY (CONT.)			O 9				
CALGARY HERALD	6/90			SUNDAY			
CITY ZONE		254,200			103,957	41	87
RETAIL TRADING ZONE		160,900			13,804	9	12
TOTAL ZONES		415,100			117,761	28	99
CENSUS METROPOLITAN AREA		266,300			103,957	39	87
TOTAL PAID CIRCULATION					119,585		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,100			548	3	1
CEN. DIV. 02		43,600			1,893	4	2
CEN. DIV. 03		10,600			783	7	1
CEN. DIV. 04		4,300			283	7	
CEN. DIV. 05		14,200			1,976	14	2
* CEN. DIV. 06		291,800			111,031	38	93
CEN. DIV. 08		45,500			542	1	1
CEN. DIV. 15		9,200			1,401	15	1
BRITISH COLUMBIA							
EAST KOOTENAY		16,800			478	3	
REMAINDER OF CIRCULATION					650		1
CALGARY SUN	6/90			MORN (M-F)			
CITY ZONE		254,200			59,103	23	81
RETAIL TRADING ZONE		160,900			10,968	7	15
TOTAL ZONES		415,100			70,071	17	96
CENSUS METROPOLITAN AREA		266,300			59,103	22	81
TOTAL PAID CIRCULATION					72,672		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,100			1,769	8	2
CEN. DIV. 02		43,600			2,947	7	4
CEN. DIV. 03		10,600			808	8	1
CEN. DIV. 04		4,300			382	9	1
CEN. DIV. 05		14,200			1,092	8	2
* CEN. DIV. 06		291,800			61,353	21	84
CEN. DIV. 08		45,500			1,862	4	3
CEN. DIV. 15		9,200			1,251	14	2
BRITISH COLUMBIA							
COLUMBIA-SHUSWAP		15,600			256	2	
EAST KOOTENAY		16,800			657	4	1
REMAINDER OF CIRCULATION					295		

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ALBERTA							
CALGARY (CONT.)			O 9				
CALGARY SUN	6/90			SUNDAY			
CITY ZONE		254,200			80,613	32	81
RETAIL TRADING ZONE		160,900			15,405	10	15
TOTAL ZONES		415,100			96,018	23	96
CENSUS METROPOLITAN AREA		266,300			80,613	30	81
TOTAL PAID CIRCULATION					99,959		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 11		84,100			805	1	1
ALBERTA							
CEN. DIV. 01		22,100			2,313	11	2
CEN. DIV. 02		43,600			3,777	9	4
CEN. DIV. 03		10,600			948	9	1
CEN. DIV. 04		4,300			445	10	
CEN. DIV. 05		14,200			1,734	12	2
* CEN. DIV. 06		291,800			84,574	29	85
CEN. DIV. 08		45,500			2,466	5	3
CEN. DIV. 15		9,200			1,757	19	2
BRITISH COLUMBIA							
EAST KOOTENAY		16,800			735	4	1
REMAINDER OF CIRCULATION					405		
EDMONTON			Q 4				
EDMONTON JOURNAL	6/90			MORN (M-TH & S)			
CITY ZONE		256,100			117,125	46	72
RETAIL TRADING ZONE		250,800			41,450	17	26
TOTAL ZONES		506,900			158,575	31	98
CENSUS METROPOLITAN AREA		304,000			122,987	41	76
TOTAL PAID CIRCULATION					162,121		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		13,900			2,242	16	1
CEN. DIV. 08		45,500			1,457	3	1
CEN. DIV. 09		5,500			321	6	
CEN. DIV. 10		27,400			5,060	19	3
* CEN. DIV. 11		311,900			132,994	43	82
CEN. DIV. 12		14,400			2,703	19	2
CEN. DIV. 13		20,300			3,768	19	2
CEN. DIV. 14		9,000			1,840	20	1
CEN. DIV. 15		9,200			505	6	
CEN. DIV. 16		14,000			1,817	13	1
CEN. DIV. 17		14,700			1,955	13	1
CEN. DIV. 18		4,300			957	22	1
CEN. DIV. 19		24,400			2,956	12	2
BRITISH COLUMBIA							
PEACE RIVER		16,600			1,104	7	1
NORTHWEST TERR.							
FORT SMITH		9,500			1,398	15	1
REMAINDER OF CIRCULATION					1,044		1

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ALBERTA							
EDMONTON (CONT.)			Q 4				
EDMONTON JOURNAL	6/90			FRIDAY			
CITY ZONE		256,100			137,938	54	70
RETAIL TRADING ZONE		250,800			55,800	22	28
TOTAL ZONES		506,900			193,738	38	98
CENSUS METROPOLITAN AREA		304,000			145,315	48	74
TOTAL PAID CIRCULATION					197,357		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		13,900			3,079	22	2
CEN. DIV. 08		45,500			1,886	4	1
CEN. DIV. 09		5,500			512	9	
CEN. DIV. 10		27,400			7,420	27	4
* CEN. DIV. 11		311,900			158,642	51	80
CEN. DIV. 12		14,400			4,060	28	2
CEN. DIV. 13		20,300			6,332	31	3
CEN. DIV. 14		9,000			2,572	29	1
CEN. DIV. 15		9,200			505	6	
CEN. DIV. 16		14,000			2,135	15	1
CEN. DIV. 17		14,700			2,147	15	1
CEN. DIV. 18		4,300			1,150	27	1
CEN. DIV. 19		24,400			3,298	14	2
BRITISH COLUMBIA							
PEACE RIVER		16,600			1,081	7	1
NORTHWEST TERR.							
FORT SMITH		9,500			1,395	15	1
REMAINDER OF CIRCULATION					1,143		1
EDMONTON JOURNAL	6/90			SUNDAY			
CITY ZONE		256,100			111,181	43	73
RETAIL TRADING ZONE		250,800			37,619	15	25
TOTAL ZONES		506,900			148,800	29	98
CENSUS METROPOLITAN AREA		304,000			116,722	38	77
TOTAL PAID CIRCULATION					151,658		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		13,900			1,968	14	1
CEN. DIV. 08		45,500			1,407	3	1
CEN. DIV. 09		5,500			275	5	
CEN. DIV. 10		27,400			4,403	16	3
* CEN. DIV. 11		311,900			126,053	40	83
CEN. DIV. 12		14,400			2,449	17	2
CEN. DIV. 13		20,300			3,156	16	2
CEN. DIV. 14		9,000			1,635	18	1
CEN. DIV. 15		9,200			499	5	
CEN. DIV. 16		14,000			1,777	13	1
CEN. DIV. 17		14,700			1,714	12	1
CEN. DIV. 18		4,300			823	19	1
CEN. DIV. 19		24,400			2,641	11	2

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ALBERTA							
EDMONTON (CONT.)			Q 4				
EDMONTON JOURNAL	6/90			SUNDAY			
BRITISH COLUMBIA							
PEACE RIVER		16,600			974	6	1
NORTHWEST TERR.							
FORT SMITH		9,500			1,024	11	1
REMAINDER OF CIRCULATION					860		1
EDMONTON			Q 4				
EDMONTON SUN	6/90			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		289,400			66,888	23	78
TOTAL ZONES		289,400			66,888	23	78
CENSUS METROPOLITAN AREA		304,000			62,233	21	73
TOTAL PAID CIRCULATION					85,357		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		13,900			1,160	8	1
CEN. DIV. 08		45,500			1,349	3	2
CEN. DIV. 10		27,400			3,265	12	4
* CEN. DIV. 11		311,900			69,333	22	81
CEN. DIV. 12		14,400			1,492	10	2
CEN. DIV. 13		20,300			1,833	9	2
CEN. DIV. 14		9,000			1,331	15	2
CEN. DIV. 16		14,000			2,085	15	2
CEN. DIV. 17		14,700			830	6	1
CEN. DIV. 18		4,300			329	8	
CEN. DIV. 19		24,400			1,731	7	2
NORTHWEST TERR.							
FORT SMITH		9,500			353	4	
REMAINDER OF CIRCULATION					266		
EDMONTON SUN	6/90			SUNDAY			
NEWSPAPER DESIGNATED MARKET		289,400			102,054	35	81
TOTAL ZONES		289,400			102,054	35	81
CENSUS METROPOLITAN AREA		304,000			95,144	31	75
TOTAL PAID CIRCULATION					126,543		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 07		13,900			1,323	10	1
CEN. DIV. 08		45,500			1,832	4	1
CEN. DIV. 10		27,400			4,555	17	4
* CEN. DIV. 11		311,900			105,791	34	84
CEN. DIV. 12		14,400			1,961	14	2
CEN. DIV. 13		20,300			2,738	14	2
CEN. DIV. 14		9,000			1,731	19	1
CEN. DIV. 16		14,000			2,273	16	2
CEN. DIV. 17		14,700			969	7	1

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ALBERTA							
EDMONTON (CONT.)			Q 4				
EDMONTON SUN	6/90			SUNDAY			
CEN. DIV. 18		4,300			410	10	
CEN. DIV. 19		24,400			2,213	9	2
NORTHWEST TERR.							
FORT SMITH		9,500			417	4	
REMAINDER OF CIRCULATION					330		
FORT MCMURRAY			D 6				
FORT MCMURRAY TODAY	6/90			EVE (M-TH)			
CITY OF PUBLICATION		10,000			5,848	59	98
BALANCE IN COUNTY					97		2
TOTAL ZONES					5,945		100
TOTAL PAID CIRCULATION					5,968		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 16		14,000			5,912	42	99
REMAINDER OF CIRCULATION					56		1
FORT MCMURRAY TODAY	6/90			FRIDAY			
CITY OF PUBLICATION		10,000			7,737	77	98
BALANCE IN COUNTY					101		1
TOTAL ZONES					7,838		100
TOTAL PAID CIRCULATION					7,865		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 16		14,000			7,802	56	99
REMAINDER OF CIRCULATION					63		1
GRANDE PRAIRIE			E 2				
GRANDE PRAIRIE HERALD-TRIBUNE	9/90			EVE (M-TH)			
CITY ZONE		9,200			5,861	64	69
RETAIL TRADING ZONE		19,400			2,499	13	30
TOTAL ZONES		28,600			8,360	29	99
TOTAL PAID CIRCULATION					8,461		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 19		24,400			8,360	34	99
REMAINDER OF CIRCULATION					101		1

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
ALBERTA							
LETHBRIDGE			R11				
LETHBRIDGE HERALD	6/90			EVE (M-S)			
CITY ZONE		23,200			15,120	65	60
RETAIL TRADING ZONE		29,900			8,288	28	33
TOTAL ZONES		53,100			23,408	44	92
TOTAL PAID CIRCULATION					25,375		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 01		22,100			408	2	2
* CEN. DIV. 02		43,600			20,176	46	80
CEN. DIV. 03		10,600			2,905	27	11
CEN. DIV. 05		14,200			267	2	1
CEN. DIV. 15		9,200			850	9	3
BRITISH COLUMBIA							
EAST KOOTENAY		16,800			675	4	3
REMAINDER OF CIRCULATION					94		
MEDICINE HAT			Q14				
MEDICINE HAT NEWS	3/90			EVE (M-S)			
CITY ZONE		16,600			11,887	72	84
RETAIL TRADING ZONE		7,700			2,039	27	15
TOTAL ZONES		24,300			13,926	57	99
TOTAL PAID CIRCULATION					14,088		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 01		22,100			13,522	61	96
REMAINDER OF CIRCULATION					566		4
RED DEER			L 9				
RED DEER ADVOCATE	6/90			EVE (M-S)			
CITY ZONE		21,900			13,799	63	61
RETAIL TRADING ZONE		45,900			8,883	19	39
TOTAL ZONES		67,800			22,682	34	99
TOTAL PAID CIRCULATION					22,818		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 06		291,800			370		2
CEN. DIV. 07		13,900			462	3	2
* CEN. DIV. 08		45,500			21,149	47	93
CEN. DIV. 09		5,500			500	9	2
REMAINDER OF CIRCULATION					337		2

* DENOTES HOME CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
BRITISH COLUMBIA							
CRANBROOK			M18				
CRANBROOK TOWNSMAN	3/89			EVE (M-F)			
CITY ZONE		6,700			3,825	57	94
RETAIL TRADING ZONE		5,900			162	3	4
TOTAL ZONES		12,600			3,987	32	98
TOTAL PAID CIRCULATION					4,075		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* EAST KOOTENAY		16,800			3,987	24	98
REMAINDER OF CIRCULATION					88		2
FORT ST. JOHN			D 6				
FORT ST. JOHN ALASKA HIGHWAY NEWS	9/90			EVE (M-F)			
CITY ZONE		4,600			2,349	51	79
RETAIL TRADING ZONE		2,100			568	27	19
TOTAL ZONES		6,700			2,917	44	98
TOTAL PAID CIRCULATION					2,989		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
PEACE RIVER		16,600			2,941	18	98
REMAINDER OF CIRCULATION					48		2
KAMLOOPS			K11				
KAMLOOPS NEWS	12/90			EVE (M-S)			
CITY ZONE		23,400			16,684	71	87
RETAIL TRADING ZONE		13,000			2,103	16	11
TOTAL ZONES		36,400			18,787	52	98
TOTAL PAID CIRCULATION					19,086		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* THOMPSON-NICOLA		36,400			18,787	52	98
REMAINDER OF CIRCULATION					299		2
KELOWNA			K13				
KELOWNA COURIER	12/90			EVE (M-S)			
CITY ZONE		25,500			15,884	62	83
RETAIL TRADING ZONE		12,800			2,949	23	16
TOTAL ZONES		38,300			18,833	49	99
TOTAL PAID CIRCULATION					19,103		

---

* DENOTES HOME REGIONAL DISTRICT

DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
BRITISH COLUMBIA							
KELOWNA (CONT.)			K13				
KELOWNA COURIER	12/90			EVE (M-S)			
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* CENTRAL OKANAGAN		40,100			18,833	47	99
REMAINDER OF CIRCULATION					270		1
NANAIMO			M 6				
NANAIMO FREE PRESS	12/90			EVE (M-S)			
CITY ZONE		21,900			9,288	42	85
RETAIL TRADING ZONE		18,100			1,536	9	14
TOTAL ZONES		40,000			10,824	27	99
TOTAL PAID CIRCULATION					10,969		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
COWICHAN VALLEY		21,700			254	1	2
* NANAIMO		37,600			10,570	28	96
REMAINDER OF CIRCULATION					145		1
NELSON			M16				
NELSON NEWS	9/90			EVE (M-F)			
CITY ZONE		3,600			2,525	70	52
RETAIL TRADING ZONE		17,200			2,078	12	43
TOTAL ZONES		20,800			4,603	22	95
TOTAL PAID CIRCULATION					4,832		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* CENTRAL KOOTENAY		19,100			[illegible]	24	95
REMAINDER OF CIRCULATION					[illegible]		5
PENTICTON			K12				
PENTICTON HERALD	12/90			EVE (M-S)			
CITY ZONE		11,200			7,048	63	80
RETAIL TRADING ZONE		12,400			1,627	13	19
TOTAL ZONES		23,600			8,675	37	99
TOTAL PAID CIRCULATION					8,789		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* OKANAGAN-SIMILKAMEEN		27,000			8,675	32	99
REMAINDER OF CIRCULATION					114		1

* DENOTES HOME REGIONAL DISTRICT

DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
BRITISH COLUMBIA							
PORT ALBERNI			M 5				
PORT ALBERNI ALBERNI VALLEY TIMES	9/89			EVE (M-F)			
CITY ZONE		6,800			4,803	71	70
RETAIL TRADING ZONE		4,300			1,873	44	28
TOTAL ZONES		11,100			6,676	60	98
TOTAL PAID CIRCULATION					6,819		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* ALBERNI-CLAYOQUOT		11,200			6,676	60	98
REMAINDER OF CIRCULATION					143		2
PRINCE GEORGE			E 6				
PRINCE GEORGE CITIZEN	9/90			EVE (M-S)			
CITY ZONE		22,300			18,630	84	85
RETAIL TRADING ZONE		19,300			3,084	16	14
TOTAL ZONES		41,600			21,714	52	99
TOTAL PAID CIRCULATION					22,006		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
BULKLEY-NECHAKO		12,200			1,315	11	6
* FRASER-FORT GEORGE		29,400			20,399	69	93
REMAINDER OF CIRCULATION					292		1
PRINCE RUPERT			E 4				
PRINCE RUPERT NEWS	9/90			EVE (M-F)			
CITY ZONE		5,600			3,366	60	92
RETAIL TRADING ZONE		1,700			241	14	7
TOTAL ZONES		7,300			3,607	49	98
TOTAL PAID CIRCULATION					3,670		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* SKEENA-Q.CHARLOTTE		7,800			3,569	46	97
REMAINDER OF CIRCULATION					101		3

* DENOTES HOME REGIONAL DISTRICT

DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
BRITISH COLUMBIA							
TRAIL			M15				
TRAIL TIMES	9/89			EVE (M-F)			
CITY ZONE		3,700			3,011	81	52
RETAIL TRADING ZONE		9,500			2,641	28	45
TOTAL ZONES		13,200			5,652	43	97
TOTAL PAID CIRCULATION					5,831		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
CENTRAL KOOTENAY		19,100			304	2	5
* KOOTENAY BOUNDARY		11,700			5,440	47	93
REMAINDER OF CIRCULATION					87		2
VANCOUVER			D10				
VANCOUVER PROVINCE	9/90			MORN (M-F)			
CITY ZONE		392,300			82,266	21	45
RETAIL TRADING ZONE		291,600			66,779	23	37
TOTAL ZONES		683,900			149,045	22	81
CENSUS METROPOLITAN AREA		605,600			133,661	22	73
TOTAL PAID CIRCULATION					183,012		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,200			801	7	
BULKLEY-NECHAKO		12,200			664	5	
CAPITAL		122,300			1,630	1	1
CARIBOO		19,700			2,350	12	1
CENTRAL COAST		1,100			49	5	
CEN. FRAZER VALLEY		56,200			11,759	21	6
CENTRAL KOOTENAY		19,100			1,800	9	1
CENTRAL OKANAGAN		40,100			2,932	7	2
COLUMBIA-SHUSWAP		15,600			1,464	9	1
COMOX-STRATHCONA		30,700			1,836	6	1
COWICHAN VALLEY		21,700			678	3	
DEWDNEY-ALOUETTE		30,000			7,107	24	4
EAST KOOTENAY		16,800			1,025	6	1
FRASER-CHEAM		24,900			5,264	21	3
FRASER-FORT GEORGE		29,400			967	3	1
* GREATER VANCOUVER		557,400			121,456	22	66
KITIMAT-STIKINE		12,700			1,220	10	1
KOOTENAY BOUNDARY		11,700			1,304	11	1
MOUNT WADDINGTON		4,800			720	15	
NANAIMO		37,600			2,698	7	2
NORTH OKANAGAN		22,500			1,539	7	1
OKANAGAN-SIMILKAMEEN		27,000			3,655	14	2
PEACE RIVER-LIARD					687		
POWELL RIVER		7,400			989	13	1
SKEENA-Q.CHARLOTTE		7,800			650	8	
SQUAMISH-LILLOOET		8,600			2,404	28	1
SUNSHINE COAST		7,700			1,328	17	1

* DENOTES HOME REGIONAL DISTRICT

DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
BRITISH COLUMBIA							
VANCOUVER (CONT.)			D10				
VANCOUVER PROVINCE	9/90			MORN (M-F)			
THOMPSON-NICOLA		36,400			3,711	10	2
REMAINDER OF CIRCULATION					325		
VANCOUVER PROVINCE	9/90			SUNDAY			
CITY ZONE		392,300			97,449	25	43
RETAIL TRADING ZONE		291,600			83,802	29	37
TOTAL ZONES		683,900			181,251	27	80
CENSUS METROPOLITAN AREA		605,600			161,894	27	72
TOTAL PAID CIRCULATION					226,442		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,200			992	9	
BULKLEY-NECHAKO		12,200			920	8	
CAPITAL		122,300			2,097	2	1
CARIBOO		19,700			2,905	15	1
CENTRAL COAST		1,100			71	7	
CEN. FRAZER VALLEY		56,200			14,549	26	6
CENTRAL KOOTENAY		19,100			2,351	12	1
CENTRAL OKANAGAN		40,100			4,170	10	2
COLUMBIA-SHUSWAP		15,600			1,760	11	1
COMOX-STRATHCONA		30,700			2,299	8	1
COWICHAN VALLEY		21,700			886	4	
DEWDNEY-ALOUETTE		30,000			8,608	29	4
EAST KOOTENAY		16,800			1,138	7	1
FRASER-CHEAM		24,900			6,511	26	3
FRASER-FORT GEORGE		29,400			1,634	6	1
* GREATER VANCOUVER		557,400			147,196	26	65
KITIMAT-STIKINE		12,700			1,778	14	1
KOOTENAY BOUNDARY		11,700			1,799	15	1
MOUNT WADDINGTON		4,800			862	18	
NANAIMO		37,600			3,894	10	2
NORTH OKANAGAN		22,500			2,241	10	1
OKANAGAN-SIMILKAMEEN		27,000			4,529	17	2
PEACE RIVER-LIARD					970		
POWELL RIVER		7,400			1,248	17	1
SKEENA-Q.CHARLOTTE		7,800			867	11	
SQUAMISH-LILLOOET		8,600			3,085	36	1
SUNSHINE COAST		7,700			1,653	22	1
THOMPSON-NICOLA		36,400			4,847	13	2
REMAINDER OF CIRCULATION					582		

* DENOTES HOME REGIONAL DISTRICT

DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
BRITISH COLUMBIA								
VANCOUVER	(CONT.)			D10				
VANCOUVER SUN		9/90			EVE (M-TH)			
CITY ZONE			392,300			119,185	30	59
RETAIL TRADING ZONE			291,600			65,300	22	32
TOTAL ZONES			683,900			184,485	27	91
CENSUS METROPOLITAN AREA			605,600			172,065	28	85
TOTAL PAID CIRCULATION						201,894		
REGIONAL DISTRICT CIRCULATION								
BRITISH COLUMBIA								
ALBERNI-CLAYOQUOT			11,200			607	5	
BULKLEY-NECHAKO			12,200			259	2	
CAPITAL			122,300			3,107	3	2
CARIBOO			19,700			513	3	
CEN. FRAZER VALLEY			56,200			10,008	18	5
CENTRAL KOOTENAY			19,100			422	2	
CENTRAL OKANAGAN			40,100			351	1	
COLUMBIA-SHUSWAP			15,600			348	2	
COMOX-STRATHCONA			30,700			2,443	8	1
COWICHAN VALLEY			21,700			1,144	5	1
DEWDNEY-ALOUETTE			30,000			5,748	19	3
EAST KOOTENAY			16,800			449	3	
FRASER-CHEAM			24,900			2,930	12	2
FRASER-FORT GEORGE			29,400			352	1	
* GREATER VANCOUVER			557,400			162,609	29	81
KOOTENAY BOUNDARY			11,700			363	3	
MOUNT WADDINGTON			4,800			387	8	
NANAIMO			37,600			2,638	7	1
NORTH OKANAGAN			22,500			303	1	
OKANAGAN-SIMILKAMEEN			27,000			555	2	
POWELL RIVER			7,400			980	13	1
SQUAMISH-LILLOOET			8,600			1,182	14	1
SUNSHINE COAST			7,700			2,105	27	1
THOMPSON-NICOLA			36,400			718	2	
REMAINDER OF CIRCULATION						1,373		1
VANCOUVER SUN		9/90			FRIDAY			
CITY ZONE			392,300			156,905	40	59
RETAIL TRADING ZONE			291,600			87,288	30	33
TOTAL ZONES			683,900			244,193	36	91
CENSUS METROPOLITAN AREA			605,600			226,947	38	85
TOTAL PAID CIRCULATION						267,116		
REGIONAL DISTRICT CIRCULATION								
BRITISH COLUMBIA								
ALBERNI-CLAYOQUOT			11,200			729	7	
BULKLEY-NECHAKO			12,200			325	3	
CAPITAL			122,300			3,961	3	2
CARIBOO			19,700			779	4	
CEN. FRAZER VALLEY			56,200			13,959	25	5
CENTRAL KOOTENAY			19,100			623	3	

* DENOTES HOME REGIONAL DISTRICT

DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
BRITISH COLUMBIA							
VANCOUVER (CONT.)			D10				
VANCOUVER SUN	9/90			FRIDAY			
CENTRAL OKANAGAN		40,100			516	1	
COLUMBIA-SHUSWAP		15,600			475	3	
COMOX-STRATHCONA		30,700			2,787	9	1
COWICHAN VALLEY		21,700			1,405	7	1
DEWDNEY-ALOUETTE		30,000			7,656	26	3
EAST KOOTENAY		16,800			535	3	
FRASER-CHEAM		24,900			4,005	16	2
FRASER-FORT GEORGE		29,400			539	2	
* GREATER VANCOUVER		557,400			214,125	38	80
KOOTENAY BOUNDARY		11,700			470	4	
MOUNT WADDINGTON		4,800			462	10	
NANAIMO		37,600			3,621	10	1
NORTH OKANAGAN		22,500			503	2	
OKANAGAN-SIMILKAMEEN		27,000			757	3	
POWELL RIVER		7,400			1,375	19	1
SQUAMISH-LILLOOET		8,600			1,423	17	1
SUNSHINE COAST		7,700			3,147	41	1
THOMPSON-NICOLA		36,400			1,041	3	
REMAINDER OF CIRCULATION					1,898		1
VANCOUVER SUN	9/90			SATURDAY			
CITY ZONE		392,300			150,642	38	56
RETAIL TRADING ZONE		291,600			86,866	30	32
TOTAL ZONES		683,900			237,508	35	88
CENSUS METROPOLITAN AREA		605,600			202,404	33	75
TOTAL PAID CIRCULATION					270,521		
REGIONAL DISTRICT CIRCULATION							
ONTARIO							
TORONTO		842,600			256		
ALBERTA							
CEN. DIV. 06		291,800			328		
CEN. DIV. 11		311,900			412		
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,200			868	8	
BULKLEY-NECHAKO		12,200			572	5	
CAPITAL		122,300			5,680	5	2
CARIBOO		19,700			930	5	
CENTRAL COAST		1,100			56	5	
CEN. FRAZER VALLEY		56,200			13,654	24	5
CENTRAL KOOTENAY		19,100			833	4	
CENTRAL OKANAGAN		40,100			872	2	
COLUMBIA-SHUSWAP		15,600			576	4	
COMOX-STRATHCONA		30,700			3,845	13	1
COWICHAN VALLEY		21,700			1,653	8	1
DEWDNEY-ALOUETTE		30,000			7,608	25	3
EAST KOOTENAY		16,800			706	4	
FRASER-CHEAM		24,900			3,955	16	2
FRASER-FORT GEORGE		29,400			927	3	
* GREATER VANCOUVER		557,400			207,651	37	77

* DENOTES HOME REGIONAL DISTRICT

DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% O TOT
BRITISH COLUMBIA							
VANCOUVER (CONT.)			D10				
VANCOUVER SUN	9/90			SATURDAY			
KITIMAT-STIKINE		12,700			534	4	
KOOTENAY BOUNDARY		11,700			681	6	
MOUNT WADDINGTON		4,800			626	13	
NANAIMO		37,600			4,240	11	
NORTH OKANAGAN		22,500			713	3	
OKANAGAN-SIMILKAMEEN		27,000			1,019	4	
PEACE RIVER-LIARD					431		
POWELL RIVER		7,400			1,361	18	
SKEENA-Q.CHARLOTTE		7,800			386	5	
SQUAMISH-LILLOOET		8,600			1,882	22	
SUNSHINE COAST		7,700			2,900	38	
THOMPSON-NICOLA		36,400			1,476	4	
REMAINDER OF CIRCULATION					2,890		
VERNON			K13				
VERNON NEWS	12/90			EVE (M-S)			
CITY ZONE		12,300			6,794	55	8
RETAIL TRADING ZONE		9,300			1,391	15	1
TOTAL ZONES		21,600			8,185	38	9
TOTAL PAID CIRCULATION					8,314		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* NORTH OKANAGAN		22,500			8,185	36	9
REMAINDER OF CIRCULATION					129		
VICTORIA			N 7				
VICTORIA TIMES-COLONIST	9/90			MORN (M-S)			
NEWSPAPER DESIGNATED MARKET		99,100			58,570	59	7
RETAIL TRADING ZONE		44,900			14,366	32	1
TOTAL ZONES		144,000			72,936	51	9
CENSUS METROPOLITAN AREA		118,100			64,320	55	8
TOTAL PAID CIRCULATION					79,634		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
ALBERNI-CLAYOQUOT		11,200			1,206	11	
* CAPITAL		122,300			67,089	55	8
COMOX-STRATHCONA		30,700			1,874	6	
COWICHAN VALLEY		21,700			5,847	27	
NANAIMO		37,600			3,364	9	
REMAINDER OF CIRCULATION					254		

* DENOTES HOME REGIONAL DISTRICT

DAILY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
BRITISH COLUMBIA								
VICTORIA	(CONT.)			N 7				
VICTORIA TIMES-COLONIST		9/90			SUNDAY			
NEWSPAPER DESIGNATED MARKET			99,100			56,295	57	73
RETAIL TRADING ZONE			44,900			13,726	31	18
TOTAL ZONES			144,000			70,021	49	91
CENSUS METROPOLITAN AREA			118,100			61,701	52	80
TOTAL PAID CIRCULATION						77,079		
REGIONAL DISTRICT CIRCULATION								
BRITISH COLUMBIA								
ALBERNI-CLAYOQUOT			11,200			1,117	10	1
* CAPITAL			122,300			64,187	53	83
COMOX-STRATHCONA			30,700			1,942	6	3
COWICHAN VALLEY			21,700			5,834	27	8
NANAIMO			37,600			3,683	10	5
REMAINDER OF CIRCULATION						316		

* DENOTES HOME REGIONAL DISTRICT

DAILY NEWSPAPER CIRCULATION BY MARKETS

TERRITORY CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT.
YUKON TERRITORY							
WHITEHORSE			J 3				
WHITEHORSE STAR	6/89			EVE (M-TH)			
CITY ZONE		6,100			3,654	60	93
RETAIL TRADING ZONE		4,000			173	4	4
TOTAL ZONES		10,100			3,827	38	97
TOTAL PAID CIRCULATION					3,933		
YUKON TERRITORY		10,100			3,827	38	97
REMAINDER OF CIRCULATION					106		3
WHITEHORSE STAR	6/89			FRIDAY			
CITY ZONE		6,100			4,671	77	91
RETAIL TRADING ZONE		4,000			243	6	5
TOTAL ZONES		10,100			4,914	49	96
TOTAL PAID CIRCULATION					5,126		
YUKON TERRITORY		10,100			4,914	49	96
REMAINDER OF CIRCULATION					212		4

Part I

SECTION B

Daily Newspaper Circulation & Coverage Analysis By County, Census Division, Regional District or Territory

These alphabetical and numberic listings of counties or census divisions by province report the circulation and circulation/occupied household ratio of all daily newspaper members having at least 250 copies or a 5 percent circulation/occupied household ratio. As in Section A, 1990 occupied household estimates are shown.

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

NEWFOUNDLAND

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 01	73,600	R13			
* ST. JOHN'S TELEGRAM			EVE	36,101	49
* ST. JOHN'S TELEGRAM			WEEKEND	47,544	65
* ST. JOHN'S TELEGRAM			SUNDAY	32,670	44
CEN. DIV. 02	8,500	R10			
ST. JOHN'S TELEGRAM			WEEKEND	1,869	22
ST. JOHN'S TELEGRAM			SUNDAY	820	10
CEN. DIV. 03	7,100	P 7			
CEN. DIV. 04	8,100	O 3			
CORNER BROOK WESTERN STAR			EVE	2,411	30
CEN. DIV. 05	13,900	M 5			
* CORNER BROOK WESTERN STAR			EVE	7,945	57
CEN. DIV. 06	12,500	N 8			
ST. JOHN'S TELEGRAM			EVE	1,629	13
ST. JOHN'S TELEGRAM			WEEKEND	2,899	23
ST. JOHN'S TELEGRAM			SUNDAY	1,551	12
CEN. DIV. 07	13,300	N11			
ST. JOHN'S TELEGRAM			EVE	858	6
ST. JOHN'S TELEGRAM			WEEKEND	3,073	23
ST. JOHN'S TELEGRAM			SUNDAY	1,122	8
CEN. DIV. 08	15,300	L 7			
ST. JOHN'S TELEGRAM			WEEKEND	501	3
CEN. DIV. 09	6,900	I 6			
CORNER BROOK WESTERN STAR			EVE	368	5
CEN. DIV. 10	7,700	E 4			
ST. JOHN'S TELEGRAM			EVE	359	5
ST. JOHN'S TELEGRAM			WEEKEND	586	8
ST. JOHN'S TELEGRAM			SUNDAY	323	4

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

PRINCE EDWARD ISLAND

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
KINGS	6,500	F14			
CHARLOTTETOWN GUARDIAN, PATRIOT			MORN/EVE	3,761	58
PRINCE	14,800	D11			
CHARLOTTETOWN GUARDIAN, PATRIOT			MORN/EVE	2,406	16
* SUMMERSIDE JOURNAL-PIONEER			EVE	10,094	68
QUEENS	22,300	F13			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	395	2
* CHARLOTTETOWN GUARDIAN, PATRIOT			MORN/EVE	18,366	82
SUMMERSIDE JOURNAL-PIONEER			EVE	808	4

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

NOVA SCOTIA

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
ANNAPOLIS	9,100	J10			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,394	37
ANTIGONISH	6,000	G15			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,544	59
HALIFAX NEWS			SUNDAY	388	6
CAPE BRETON	40,300	F18			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	4,594	11
HALIFAX NEWS			MORN	433	1
HALIFAX NEWS			SUNDAY	1,009	3
* SYDNEY CAPE BRETON POST			MORN	29,387	73
COLCHESTER	16,500	H13			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	7,147	43
HALIFAX NEWS			SUNDAY	636	4
* TRURO NEWS			EVE	9,209	56
CUMBERLAND	13,500	H11			
MONCTON TIMES-TRANSCRIPT			SATURDAY	346	3
* AMHERST NEWS, CITIZEN			MORN	3,738	28
* AMHERST CITIZEN			SATURDAY	5,472	41
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	4,807	36
DIGBY	7,700	K 9			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	2,838	37
GUYSBOROUGH	4,300	H15			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,625	38
HALIFAX	113,500	I14			
* HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	70,635	62
* HALIFAX NEWS			MORN	21,445	19
* HALIFAX NEWS			SUNDAY	27,169	24
MONTREAL GAZETTE			SATURDAY	346	
HANTS	13,600	I12			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	10,203	75
HALIFAX NEWS			SUNDAY	435	3
INVERNESS	6,800	F16			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,385	50
HALIFAX NEWS			SUNDAY	330	5
SYDNEY CAPE BRETON POST			MORN	903	13
KINGS	19,700	I11			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	8,312	42
HALIFAX NEWS			MORN	412	2
HALIFAX NEWS			SUNDAY	791	4
LUNENBERG	17,500	J11			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	7,297	42
HALIFAX NEWS			MORN	296	2
HALIFAX NEWS			SUNDAY	677	4

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

NOVA SCOTIA

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
PICTOU	17,500	H14			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	5,359	31
HALIFAX NEWS			MORN	320	2
HALIFAX NEWS			SUNDAY	675	4
* NEW GLASGOW NEWS			EVE	11,078	63
QUEENS	4,700	K10			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,951	42
RICHMOND	3,600	G17			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,360	38
SYDNEY CAPE BRETON POST			MORN	361	10
SHELBURNE	6,500	L10			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,957	30
VICTORIA	2,900	E17			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	824	28
SYDNEY CAPE BRETON POST			MORN	811	28
YARMOUTH	9,900	L 9			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,738	38

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

NEW BRUNSWICK

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
ALBERT	8,000	G10			
MONCTON TIMES-TRANSCRIPT			EVE	5,557	69
MONCTON TIMES-TRANSCRIPT			SATURDAY	6,708	84
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN	450	6
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	513	6
CARLETON	9,000	F 4			
FREDERICTON GLEANER			EVE	969	11
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	2,241	25
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	2,278	25
CHARLOTTE	10,100	I 5			
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	4,060	40
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	4,218	42
GLOUCESTER	27,800	B 8			
* CARAQUET L'ACADIE NOUVELLE (F)			MORN	9,768	35
MONCTON TIMES-TRANSCRIPT			EVE	1,345	5
MONCTON TIMES-TRANSCRIPT			SATURDAY	1,709	6
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	1,961	7
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	1,955	7
KENT	11,200	E 9			
CARAQUET L'ACADIE NOUVELLE (F)			MORN	745	7
MONCTON TIMES-TRANSCRIPT			EVE	4,360	39
MONCTON TIMES-TRANSCRIPT			SATURDAY	5,692	51
KINGS	19,900	H 8			
MONCTON TIMES-TRANSCRIPT			EVE	377	2
MONCTON TIMES-TRANSCRIPT			SATURDAY	622	3
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	12,796	64
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	12,309	62
MADAWASKA	12,700	C 3			
CARAQUET L'ACADIE NOUVELLE (F)			MORN	716	6
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	892	7
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	948	7
QUEBEC LE SOLEIL (F)			MORN	433	3
QUEBEC LE SOLEIL (F)			SATURDAY	489	4
QUEBEC LE SOLEIL (F)			SUNDAY	429	3
LE JOURNAL DE QUEBEC (F)			MORN	362	3
LE JOURNAL DE QUEBEC (F)			SATURDAY	382	3
LE JOURNAL DE QUEBEC (F)			SUNDAY	359	3
NORTHUMBERLAND	17,300	D 7			
CARAQUET L'ACADIE NOUVELLE (F)			MORN	739	4
FREDERICTON GLEANER			EVE	1,148	7
MONCTON TIMES-TRANSCRIPT			EVE	3,005	17
MONCTON TIMES-TRANSCRIPT			SATURDAY	3,553	21
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	2,913	17
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	3,004	17
QUEENS	4,700	G 8			
FREDERICTON GLEANER			EVE	1,854	39
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	1,026	22

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

NEW BRUNSWICK

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
QUEENS (CONT).					
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	1,160	25
RESTIGOUCHE	13,400	B 5			
CARAQUET L'ACADIE NOUVELLE (F)			MORN	471	4
MONCTON TIMES-TRANSCRIPT			EVE	1,180	9
MONCTON TIMES-TRANSCRIPT			SATURDAY	1,455	11
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	1,590	12
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	1,785	13
SAINT JOHN	30,300	M14			
* SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	26,296	87
* SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	22,950	76
SUNBURY	6,800	G 7			
FREDERICTON GLEANER			EVE	4,259	63
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	484	7
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	563	8
VICTORIA	7,400	D 4			
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN	1,786	24
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	1,825	25
WESTMORLAND	39,200	F10			
CARAQUET L'ACADIE NOUVELLE (F)			MORN	1,419	4
* MONCTON TIMES-TRANSCRIPT			EVE	27,020	69
* MONCTON TIMES-TRANSCRIPT			SATURDAY	32,840	84
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	2,177	6
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	2,250	6
AMHERST CITIZEN			SATURDAY	294	1
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	511	1
YORK	29,000	G 5			
* FREDERICTON GLEANER			EVE	21,254	73
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	4,792	17
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	5,537	19

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
ABITIBI	35,800	J 3			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	637	2
MONTREAL GAZETTE			MORN	315	1
MONTREAL GAZETTE			SATURDAY	442	1
LE JOURNAL DE MONTREAL (F)			MORN	3,614	10
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,476	13
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,677	10
MONTREAL LA PRESSE (F)			MORN	741	2
MONTREAL LA PRESSE (F)			SATURDAY	1,705	5
MONTREAL LA PRESSE (F)			SUNDAY	676	2
ARGENTEUIL	13,000	O 6			
MONTREAL GAZETTE			MORN	877	7
MONTREAL GAZETTE			SATURDAY	2,233	17
MONTREAL GAZETTE			SUNDAY	818	6
LE JOURNAL DE MONTREAL (F)			MORN	1,950	15
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,586	20
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,414	19
MONTREAL LA PRESSE (F)			MORN	675	5
MONTREAL LA PRESSE (F)			SATURDAY	1,511	12
MONTREAL LA PRESSE (F)			SUNDAY	792	6
ARTHABASKA	23,100	O15			
LE JOURNAL DE MONTREAL (F)			MORN	1,864	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,481	11
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,829	12
MONTREAL LA PRESSE (F)			MORN	1,187	5
MONTREAL LA PRESSE (F)			SATURDAY	1,716	7
MONTREAL LA PRESSE (F)			SUNDAY	1,235	5
SHERBROOKE LA TRIBUNE (F)			MORN	1,096	5
SHERBROOKE LA TRIBUNE (F)			SATURDAY	1,025	4
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	455	2
BAGOT	10,400	Q12			
GRANBY LA VOIX DE L'EST (F)			MORN	294	3
LE JOURNAL DE MONTREAL (F)			MORN	1,214	12
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,557	15
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,668	16
MONTREAL LA PRESSE (F)			MORN	277	3
MONTREAL LA PRESSE (F)			SATURDAY	586	6
MONTREAL LA PRESSE (F)			SUNDAY	272	3
BEAUCE	28,300	N19			
MONTREAL LA PRESSE (F)			SATURDAY	308	1
QUEBEC LE SOLEIL (F)			MORN	2,697	10
QUEBEC LE SOLEIL (F)			SATURDAY	3,285	12
QUEBEC LE SOLEIL (F)			SUNDAY	2,415	9
LE JOURNAL DE QUEBEC (F)			MORN	4,618	16
LE JOURNAL DE QUEBEC (F)			SATURDAY	5,055	18
LE JOURNAL DE QUEBEC (F)			SUNDAY	4,790	17
BEAUHARNOIS	21,500	R27			
MONTREAL GAZETTE			SATURDAY	279	1
LE JOURNAL DE MONTREAL (F)			MORN	5,459	25
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,958	28

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/HSLDS
BEAUHARNOIS (CONT).					
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,732	27
MONTREAL LA PRESSE (F)			MORN	2,155	10
MONTREAL LA PRESSE (F)			SATURDAY	2,947	14
MONTREAL LA PRESSE (F)			SUNDAY	2,123	10
BELLECHASSE	7,800	L21			
QUEBEC LE SOLEIL (F)			MORN	1,573	20
QUEBEC LE SOLEIL (F)			SATURDAY	1,796	23
QUEBEC LE SOLEIL (F)			SUNDAY	1,271	16
LE JOURNAL DE QUEBEC (F)			MORN	1,164	15
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,424	18
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,124	14
BERTHIER	12,600	M10			
LE JOURNAL DE MONTREAL (F)			MORN	2,358	19
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,420	27
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,182	25
MONTREAL LA PRESSE (F)			MORN	561	4
MONTREAL LA PRESSE (F)			SATURDAY	1,338	11
MONTREAL LA PRESSE (F)			SUNDAY	601	5
BONAVENTURE	13,600	D30			
QUEBEC LE SOLEIL (F)			MORN	1,156	9
QUEBEC LE SOLEIL (F)			SATURDAY	1,271	9
QUEBEC LE SOLEIL (F)			SUNDAY	1,044	8
LE JOURNAL DE QUEBEC (F)			MORN	897	7
LE JOURNAL DE QUEBEC (F)			SATURDAY	996	7
LE JOURNAL DE QUEBEC (F)			SUNDAY	766	6
BROME	6,700	S13			
GRANBY LA VOIX DE L'EST (F)			MORN	698	10
MONTREAL GAZETTE			MORN	523	8
MONTREAL GAZETTE			SATURDAY	1,626	24
MONTREAL GAZETTE			SUNDAY	530	8
LE JOURNAL DE MONTREAL (F)			MORN	425	6
LE JOURNAL DE MONTREAL (F)			SATURDAY	662	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	757	11
MONTREAL LA PRESSE (F)			MORN	304	5
MONTREAL LA PRESSE (F)			SATURDAY	1,449	22
MONTREAL LA PRESSE (F)			SUNDAY	501	7
SHERBROOKE RECORD			MORN	966	14
CHAMBLY	122,800	P30			
MONTREAL GAZETTE			MORN	8,550	7
MONTREAL GAZETTE			SATURDAY	12,765	10
MONTREAL GAZETTE			SUNDAY	8,754	7
MONTREAL LE DEVOIR (F)			MORN	1,157	1
MONTREAL LE DEVOIR (F)			SATURDAY	1,378	1
LE JOURNAL DE MONTREAL (F)			MORN	23,897	19
LE JOURNAL DE MONTREAL (F)			SATURDAY	27,137	22
LE JOURNAL DE MONTREAL (F)			SUNDAY	24,719	20
MONTREAL LA PRESSE (F)			MORN	20,403	17
MONTREAL LA PRESSE (F)			SATURDAY	30,926	25
MONTREAL LA PRESSE (F)			SUNDAY	20,411	17

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
CHAMPLAIN	46,700	L13			
LE JOURNAL DE MONTREAL (F)			MORN	3,516	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,766	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	6,322	14
MONTREAL LA PRESSE (F)			MORN	1,054	2
MONTREAL LA PRESSE (F)			SATURDAY	2,033	4
MONTREAL LA PRESSE (F)			SUNDAY	1,696	4
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	23,297	50
CHARLEVOIX-EST	5,900	G20			
QUEBEC LE SOLEIL (F)			MORN	968	16
QUEBEC LE SOLEIL (F)			SATURDAY	1,051	18
QUEBEC LE SOLEIL (F)			SUNDAY	924	16
LE JOURNAL DE QUEBEC (F)			MORN	1,051	18
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,091	18
LE JOURNAL DE QUEBEC (F)			SUNDAY	997	17
CHARLEVOIX-OUEST	4,400	G19			
QUEBEC LE SOLEIL (F)			MORN	766	17
QUEBEC LE SOLEIL (F)			SATURDAY	903	21
QUEBEC LE SOLEIL (F)			SUNDAY	753	17
LE JOURNAL DE QUEBEC (F)			MORN	775	18
LE JOURNAL DE QUEBEC (F)			SATURDAY	822	19
LE JOURNAL DE QUEBEC (F)			SUNDAY	748	17
CHATEAUGUAY	22,600	S28			
MONTREAL GAZETTE			MORN	2,764	12
MONTREAL GAZETTE			SATURDAY	4,607	20
MONTREAL GAZETTE			SUNDAY	2,825	13
LE JOURNAL DE MONTREAL (F)			MORN	3,710	16
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,644	21
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,306	19
MONTREAL LA PRESSE (F)			MORN	2,057	9
MONTREAL LA PRESSE (F)			SATURDAY	3,167	14
MONTREAL LA PRESSE (F)			SUNDAY	2,091	9
CHICOUTIMI	62,800	J 8			
* CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	34,252	55
* CHICOUTIMI LE QUOTIDIEN (F)			MORN	23,797	38
MONTREAL GAZETTE			MORN	278	
MONTREAL GAZETTE			SATURDAY	404	1
MONTREAL LE DEVOIR (F)			MORN	432	1
MONTREAL LE DEVOIR (F)			SATURDAY	405	1
MONTREAL LA PRESSE (F)			MORN	1,173	2
MONTREAL LA PRESSE (F)			SATURDAY	2,213	4
MONTREAL LA PRESSE (F)			SUNDAY	823	1
QUEBEC LE SOLEIL (F)			MORN	553	1
QUEBEC LE SOLEIL (F)			SATURDAY	771	1
QUEBEC LE SOLEIL (F)			SUNDAY	420	1
LE JOURNAL DE QUEBEC (F)			MORN	5,974	10
LE JOURNAL DE QUEBEC (F)			SATURDAY	5,271	8
LE JOURNAL DE QUEBEC (F)			SUNDAY	4,436	7
COMPTON	7,300	R17			
LE JOURNAL DE MONTREAL (F)			SATURDAY	278	4

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
COMPTON (CONT).					
LE JOURNAL DE MONTREAL (F)			SUNDAY	365	5
SHERBROOKE RECORD			MORN	565	8
SHERBROOKE LA TRIBUNE (F)			MORN	2,143	29
SHERBROOKE LA TRIBUNE (F)			SATURDAY	2,435	33
DEUX-MONTAGNES	30,000	O26			
MONTREAL GAZETTE			MORN	1,884	6
MONTREAL GAZETTE			SATURDAY	2,955	10
MONTREAL GAZETTE			SUNDAY	1,885	6
MONTREAL LE DEVOIR (F)			SATURDAY	273	1
LE JOURNAL DE MONTREAL (F)			MORN	5,533	18
LE JOURNAL DE MONTREAL (F)			SATURDAY	7,318	24
LE JOURNAL DE MONTREAL (F)			SUNDAY	6,695	22
MONTREAL LA PRESSE (F)			MORN	2,460	8
MONTREAL LA PRESSE (F)			SATURDAY	4,435	15
MONTREAL LA PRESSE (F)			SUNDAY	2,730	9
DORCHESTER	10,700	M20			
QUEBEC LE SOLEIL (F)			MORN	1,873	18
QUEBEC LE SOLEIL (F)			SATURDAY	2,176	20
QUEBEC LE SOLEIL (F)			SUNDAY	1,458	14
LE JOURNAL DE QUEBEC (F)			MORN	1,784	17
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,955	18
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,663	16
DRUMMOND	28,200	P14			
LE JOURNAL DE MONTREAL (F)			MORN	3,499	12
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,688	17
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,713	17
MONTREAL LA PRESSE (F)			MORN	1,090	4
MONTREAL LA PRESSE (F)			SATURDAY	1,839	7
MONTREAL LA PRESSE (F)			SUNDAY	1,131	4
SHERBROOKE LA TRIBUNE (F)			MORN	2,026	7
SHERBROOKE LA TRIBUNE (F)			SATURDAY	2,074	7
FRONTENAC	9,700	Q19			
LE JOURNAL DE QUEBEC (F)			MORN	668	7
LE JOURNAL DE QUEBEC (F)			SATURDAY	777	8
LE JOURNAL DE QUEBEC (F)			SUNDAY	955	10
SHERBROOKE LA TRIBUNE (F)			MORN	1,051	11
SHERBROOKE LA TRIBUNE (F)			SATURDAY	1,139	12
GASPE-EST	13,400	C31			
QUEBEC LE SOLEIL (F)			MORN	1,070	8
QUEBEC LE SOLEIL (F)			SATURDAY	1,125	8
QUEBEC LE SOLEIL (F)			SUNDAY	921	7
LE JOURNAL DE QUEBEC (F)			MORN	761	6
LE JOURNAL DE QUEBEC (F)			SATURDAY	734	5
LE JOURNAL DE QUEBEC (F)			SUNDAY	683	5
GASPE-OUEST	4,800	B30			
QUEBEC LE SOLEIL (F)			MORN	861	18
QUEBEC LE SOLEIL (F)			SATURDAY	944	20
QUEBEC LE SOLEIL (F)			SUNDAY	575	12

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
GATINEAU	20,700	M 4			
OTTAWA CITIZEN			ALL DAY	4,584	22
OTTAWA CITIZEN			SATURDAY	7,034	34
OTTAWA CITIZEN			SUNDAY	4,327	21
OTTAWA LE DROIT (F)			ALL DAY	3,869	19
OTTAWA LE DROIT (F)			SATURDAY	4,823	23
OTTAWA SUN			ALL DAY	312	2
OTTAWA SUN			SUNDAY	460	2
LE JOURNAL DE MONTREAL (F)			MORN	706	3
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,099	5
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,056	5
MONTREAL LA PRESSE (F)			MORN	895	4
MONTREAL LA PRESSE (F)			SATURDAY	1,499	7
MONTREAL LA PRESSE (F)			SUNDAY	1,175	6
HULL	55,600	R 2			
OTTAWA CITIZEN			ALL DAY	6,590	12
OTTAWA CITIZEN			SATURDAY	8,700	16
OTTAWA CITIZEN			SUNDAY	4,783	9
OTTAWA LE DROIT (F)			ALL DAY	15,834	28
OTTAWA LE DROIT (F)			SATURDAY	18,995	34
OTTAWA SUN			ALL DAY	673	1
OTTAWA SUN			SUNDAY	615	1
MONTREAL GAZETTE			MORN	531	1
MONTREAL GAZETTE			SATURDAY	530	1
MONTREAL GAZETTE			SUNDAY	385	1
MONTREAL LE DEVOIR (F)			MORN	757	1
MONTREAL LE DEVOIR (F)			SATURDAY	879	2
LE JOURNAL DE MONTREAL (F)			MORN	4,779	9
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,544	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	7,147	13
MONTREAL LA PRESSE (F)			MORN	886	2
MONTREAL LA PRESSE (F)			SATURDAY	1,645	3
MONTREAL LA PRESSE (F)			SUNDAY	950	2
HUNTINGDON	6,800	S25			
MONTREAL GAZETTE			MORN	604	9
MONTREAL GAZETTE			SATURDAY	1,319	19
MONTREAL GAZETTE			SUNDAY	476	7
LE JOURNAL DE MONTREAL (F)			MORN	377	6
LE JOURNAL DE MONTREAL (F)			SATURDAY	525	8
LE JOURNAL DE MONTREAL (F)			SUNDAY	536	8
MONTREAL LA PRESSE (F)			SATURDAY	311	5
IBERVILLE	9,200	R32			
LE JOURNAL DE MONTREAL (F)			MORN	1,461	16
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,778	19
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,655	18
MONTREAL LA PRESSE (F)			MORN	415	5
MONTREAL LA PRESSE (F)			SATURDAY	782	9
MONTREAL LA PRESSE (F)			SUNDAY	421	5
ILE-DE-MONTREAL	752,700	E12			
OTTAWA CITIZEN			ALL DAY	347	
OTTAWA CITIZEN			SATURDAY	1,256	

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNT. PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
ILE-DE-MONTREAL (CONT).					
OTTAWA CITIZEN			SUNDAY	314	
TORONTO STAR			ALL DAY	652	
TORONTO STAR			SATURDAY	1,296	
TORONTO STAR			SUNDAY	452	
* MONTREAL GAZETTE			MORN	129,258	17
* MONTREAL GAZETTE			SATURDAY	176,014	23
* MONTREAL GAZETTE			SUNDAY	114,675	15
* MONTREAL LE DEVOIR (F)			MORN	12,792	2
* MONTREAL LE DEVOIR (F)			SATURDAY	13,238	2
* LE JOURNAL DE MONTREAL (F)			MORN	131,297	17
* LE JOURNAL DE MONTREAL (F)			SATURDAY	123,880	16
* LE JOURNAL DE MONTREAL (F)			SUNDAY	107,577	14
* MONTREAL LA PRESSE (F)			MORN	92,346	12
* MONTREAL LA PRESSE (F)			SATURDAY	133,516	18
* MONTREAL LA PRESSE (F)			SUNDAY	75,168	10
QUEBEC LE SOLEIL (F)			MORN	999	
QUEBEC LE SOLEIL (F)			SATURDAY	1,164	
ILE-JESUS	112,200	C12			
MONTREAL GAZETTE			MORN	6,312	6
MONTREAL GAZETTE			SATURDAY	10,305	9
MONTREAL GAZETTE			SUNDAY	6,146	5
MONTREAL LE DEVOIR (F)			MORN	630	1
MONTREAL LE DEVOIR (F)			SATURDAY	767	1
LE JOURNAL DE MONTREAL (F)			MORN	22,542	20
LE JOURNAL DE MONTREAL (F)			SATURDAY	26,155	23
LE JOURNAL DE MONTREAL (F)			SUNDAY	23,762	21
MONTREAL LA PRESSE (F)			MORN	16,395	15
MONTREAL LA PRESSE (F)			SATURDAY	25,179	22
MONTREAL LA PRESSE (F)			SUNDAY	16,280	15
ILES-DE-LA-MADELEINE	4,700	J24			
LE JOURNAL DE MONTREAL (F)			MORN	316	7
LE JOURNAL DE MONTREAL (F)			SATURDAY	341	7
LE JOURNAL DE MONTREAL (F)			SUNDAY	342	7
JOLIETTE	25,700	L30			
LE JOURNAL DE MONTREAL (F)			MORN	5,074	20
LE JOURNAL DE MONTREAL (F)			SATURDAY	6,374	25
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,979	23
MONTREAL LA PRESSE (F)			MORN	1,877	7
MONTREAL LA PRESSE (F)			SATURDAY	3,594	14
MONTREAL LA PRESSE (F)			SUNDAY	1,897	7
KAMOURASKA	10,300	H21			
QUEBEC LE SOLEIL (F)			MORN	1,133	11
QUEBEC LE SOLEIL (F)			SATURDAY	1,382	13
QUEBEC LE SOLEIL (F)			SUNDAY	1,077	10
LE JOURNAL DE QUEBEC (F)			MORN	1,086	11
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,137	11
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,048	10
LABELLE	13,200	M 4			
LE JOURNAL DE MONTREAL (F)			MORN	1,682	13
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,823	21

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
LABELLE (CONT).					
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,289	17
MONTREAL LA PRESSE (F)			MORN	522	4
MONTREAL LA PRESSE (F)			SATURDAY	1,100	8
MONTREAL LA PRESSE (F)			SUNDAY	543	4
LAC-ST-JEAN-EST	16,000	J 7			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	6,978	44
CHICOUTIMI LE QUOTIDIEN (F)			MORN	4,549	28
MONTREAL LA PRESSE (F)			MORN	256	2
MONTREAL LA PRESSE (F)			SATURDAY	384	2
LE JOURNAL DE QUEBEC (F)			MORN	2,209	14
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,046	13
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,796	11
LAC-ST-JEAN-OUEST	20,700	J 6			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	7,596	37
CHICOUTIMI LE QUOTIDIEN (F)			MORN	4,361	21
MONTREAL LA PRESSE (F)			MORN	299	1
MONTREAL LA PRESSE (F)			SATURDAY	425	2
QUEBEC LE SOLEIL (F)			MORN	284	1
QUEBEC LE SOLEIL (F)			SATURDAY	379	2
LE JOURNAL DE QUEBEC (F)			MORN	2,650	13
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,458	12
LE JOURNAL DE QUEBEC (F)			SUNDAY	2,016	10
LAPRAIRIE	42,300	Q30			
MONTREAL GAZETTE			MORN	4,137	10
MONTREAL GAZETTE			SATURDAY	6,865	16
MONTREAL GAZETTE			SUNDAY	4,331	10
MONTREAL LE DEVOIR (F)			MORN	271	1
MONTREAL LE DEVOIR (F)			SATURDAY	363	1
LE JOURNAL DE MONTREAL (F)			MORN	7,580	18
LE JOURNAL DE MONTREAL (F)			SATURDAY	9,510	22
LE JOURNAL DE MONTREAL (F)			SUNDAY	8,960	21
MONTREAL LA PRESSE (F)			MORN	6,521	15
MONTREAL LA PRESSE (F)			SATURDAY	10,066	24
MONTREAL LA PRESSE (F)			SUNDAY	6,653	16
L'ASSOMPTION	48,100	N28			
MONTREAL GAZETTE			MORN	379	1
MONTREAL GAZETTE			SATURDAY	759	2
MONTREAL GAZETTE			SUNDAY	385	1
LE JOURNAL DE MONTREAL (F)			MORN	11,232	23
LE JOURNAL DE MONTREAL (F)			SATURDAY	14,681	31
LE JOURNAL DE MONTREAL (F)			SUNDAY	13,763	29
MONTREAL LA PRESSE (F)			MORN	5,659	12
MONTREAL LA PRESSE (F)			SATURDAY	9,040	19
MONTREAL LA PRESSE (F)			SUNDAY	6,168	13
LEVIS	38,600	L18			
MONTREAL LE DEVOIR (F)			SATURDAY	277	1
MONTREAL LA PRESSE (F)			MORN	250	1
MONTREAL LA PRESSE (F)			SATURDAY	415	1
QUEBEC LE SOLEIL (F)			MORN	9,857	26
QUEBEC LE SOLEIL (F)			SATURDAY	14,094	37

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
LEVIS (CONT).					
QUEBEC LE SOLEIL (F)			SUNDAY	8,615	22
LE JOURNAL DE QUEBEC (F)			MORN	9,581	25
LE JOURNAL DE QUEBEC (F)			SATURDAY	10,368	27
LE JOURNAL DE QUEBEC (F)			SUNDAY	9,240	24
L'ISLET	6,600	I20			
QUEBEC LE SOLEIL (F)			MORN	1,256	19
QUEBEC LE SOLEIL (F)			SATURDAY	1,431	22
QUEBEC LE SOLEIL (F)			SUNDAY	1,191	18
LE JOURNAL DE QUEBEC (F)			MORN	724	11
LE JOURNAL DE QUEBEC (F)			SATURDAY	873	13
LE JOURNAL DE QUEBEC (F)			SUNDAY	737	11
LOTBINIERE	10,400	M16			
QUEBEC LE SOLEIL (F)			MORN	2,263	22
QUEBEC LE SOLEIL (F)			SATURDAY	2,690	26
QUEBEC LE SOLEIL (F)			SUNDAY	1,887	18
LE JOURNAL DE QUEBEC (F)			MORN	1,258	12
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,687	16
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,201	12
MASKINONGE	7,800	L10			
LE JOURNAL DE MONTREAL (F)			MORN	807	10
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,432	18
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,477	19
MONTREAL LA PRESSE (F)			SATURDAY	289	4
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	2,455	31
MATANE	11,000	C27			
QUEBEC LE SOLEIL (F)			MORN	1,224	11
QUEBEC LE SOLEIL (F)			SATURDAY	1,378	13
QUEBEC LE SOLEIL (F)			SUNDAY	1,126	10
LE JOURNAL DE QUEBEC (F)			MORN	873	8
LE JOURNAL DE QUEBEC (F)			SATURDAY	863	8
LE JOURNAL DE QUEBEC (F)			SUNDAY	745	7
MATAPEDIA	8,100	D26			
QUEBEC LE SOLEIL (F)			MORN	615	8
QUEBEC LE SOLEIL (F)			SATURDAY	710	9
QUEBEC LE SOLEIL (F)			SUNDAY	542	7
LE JOURNAL DE QUEBEC (F)			MORN	497	6
LE JOURNAL DE QUEBEC (F)			SATURDAY	548	7
LE JOURNAL DE QUEBEC (F)			SUNDAY	461	6
MEGANTIC	19,000	N17			
LE JOURNAL DE MONTREAL (F)			MORN	285	2
LE JOURNAL DE MONTREAL (F)			SATURDAY	396	2
LE JOURNAL DE MONTREAL (F)			SUNDAY	475	3
MONTREAL LA PRESSE (F)			MORN	335	2
MONTREAL LA PRESSE (F)			SATURDAY	514	3
MONTREAL LA PRESSE (F)			SUNDAY	273	1
QUEBEC LE SOLEIL (F)			MORN	1,868	10
QUEBEC LE SOLEIL (F)			SATURDAY	2,062	11
QUEBEC LE SOLEIL (F)			SUNDAY	1,592	8
LE JOURNAL DE QUEBEC (F)			MORN	2,147	11

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
MEGANTIC (CONT).					
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,221	12
LE JOURNAL DE QUEBEC (F)			SUNDAY	2,329	12
SHERBROOKE LA TRIBUNE (F)			MORN	723	4
SHERBROOKE LA TRIBUNE (F)			SATURDAY	739	4
MISSISQUOI	13,100	T12			
GRANBY LA VOIX DE L'EST (F)			MORN	2,102	16
MONTREAL GAZETTE			MORN	544	4
MONTREAL GAZETTE			SATURDAY	1,271	10
MONTREAL GAZETTE			SUNDAY	444	3
LE JOURNAL DE MONTREAL (F)			MORN	1,470	11
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,814	14
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,889	14
MONTREAL LA PRESSE (F)			MORN	584	4
MONTREAL LA PRESSE (F)			SATURDAY	1,259	10
MONTREAL LA PRESSE (F)			SUNDAY	608	5
SHERBROOKE RECORD			MORN	440	3
MONTCALM	12,300	L28			
MONTREAL GAZETTE			MORN	329	3
MONTREAL GAZETTE			SATURDAY	896	7
LE JOURNAL DE MONTREAL (F)			MORN	2,049	17
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,569	29
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,187	26
MONTREAL LA PRESSE (F)			MORN	514	4
MONTREAL LA PRESSE (F)			SATURDAY	1,807	15
MONTREAL LA PRESSE (F)			SUNDAY	563	5
MONTMAGNY	8,700	K21			
QUEBEC LE SOLEIL (F)			MORN	1,507	17
QUEBEC LE SOLEIL (F)			SATURDAY	1,726	20
QUEBEC LE SOLEIL (F)			SUNDAY	1,320	15
LE JOURNAL DE QUEBEC (F)			MORN	1,550	18
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,787	21
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,605	18
MONTMORENCY NO. 1	8,300	H18			
QUEBEC LE SOLEIL (F)			MORN	2,258	27
QUEBEC LE SOLEIL (F)			SATURDAY	2,926	35
QUEBEC LE SOLEIL (F)			SUNDAY	1,984	24
LE JOURNAL DE QUEBEC (F)			MORN	2,092	25
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,412	29
LE JOURNAL DE QUEBEC (F)			SUNDAY	2,181	26
MONTMORENCY NO. 2	2,400	D19			
QUEBEC LE SOLEIL (F)			MORN	778	32
QUEBEC LE SOLEIL (F)			SATURDAY	1,014	42
QUEBEC LE SOLEIL (F)			SUNDAY	640	27
LE JOURNAL DE QUEBEC (F)			MORN	210	9
LE JOURNAL DE QUEBEC (F)			SATURDAY	269	11
LE JOURNAL DE QUEBEC (F)			SUNDAY	214	9
NAPIERVILLE	5,200	R29			
LE JOURNAL DE MONTREAL (F)			MORN	1,073	21
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,359	26

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
NAPIERVILLE (CONT).					
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,310	25
MONTREAL LA PRESSE (F)			MORN	263	5
MONTREAL LA PRESSE (F)			SATURDAY	507	10
MONTREAL LA PRESSE (F)			SUNDAY	248	5
NICOLET	11,700	N14			
LE JOURNAL DE MONTREAL (F)			MORN	812	7
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,214	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,464	13
MONTREAL LA PRESSE (F)			SATURDAY	443	4
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	4,777	41
NOUVEAU-QUEBEC	9,200	D 4			
LE JOURNAL DE MONTREAL (F)			MORN	562	6
PAPINEAU	16,000	O 4			
OTTAWA CITIZEN			ALL DAY	856	5
OTTAWA CITIZEN			SATURDAY	1,218	8
OTTAWA CITIZEN			SUNDAY	791	5
OTTAWA LE DROIT (F)			ALL DAY	3,772	24
OTTAWA LE DROIT (F)			SATURDAY	4,260	27
LE JOURNAL DE MONTREAL (F)			MORN	1,304	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,844	12
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,013	13
MONTREAL LA PRESSE (F)			SATURDAY	587	4
PONTIAC	7,300	M 3			
OTTAWA CITIZEN			ALL DAY	1,509	21
OTTAWA CITIZEN			SATURDAY	2,268	31
OTTAWA CITIZEN			SUNDAY	1,460	20
OTTAWA LE DROIT (F)			ALL DAY	503	7
OTTAWA LE DROIT (F)			SATURDAY	587	8
PORTNEUF	23,600	J15			
QUEBEC LE SOLEIL (F)			MORN	4,956	21
QUEBEC LE SOLEIL (F)			SATURDAY	6,472	27
QUEBEC LE SOLEIL (F)			SUNDAY	4,333	18
LE JOURNAL DE QUEBEC (F)			MORN	4,261	18
LE JOURNAL DE QUEBEC (F)			SATURDAY	4,778	20
LE JOURNAL DE QUEBEC (F)			SUNDAY	4,303	18
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	298	1
QUEBEC	183,600	D17			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	616	
MONTREAL GAZETTE			MORN	2,291	1
MONTREAL GAZETTE			SATURDAY	3,651	2
MONTREAL GAZETTE			SUNDAY	1,990	1
MONTREAL LE DEVOIR (F)			MORN	2,610	1
MONTREAL LE DEVOIR (F)			SATURDAY	3,108	2
MONTREAL LA PRESSE (F)			MORN	2,402	1
MONTREAL LA PRESSE (F)			SATURDAY	3,901	2
MONTREAL LA PRESSE (F)			SUNDAY	1,746	1
* QUEBEC LE SOLEIL (F)			MORN	58,010	32
* QUEBEC LE SOLEIL (F)			SATURDAY	78,451	43
* QUEBEC LE SOLEIL (F)			SUNDAY	48,132	26

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
QUEBEC (CONT).					
* LE JOURNAL DE QUEBEC (F)			MORN	51,219	28
* LE JOURNAL DE QUEBEC (F)			SATURDAY	50,073	27
* LE JOURNAL DE QUEBEC (F)			SUNDAY	44,921	24
RICHELIEU	19,600	M32			
LE JOURNAL DE MONTREAL (F)			MORN	5,462	28
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,852	30
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,721	29
MONTREAL LA PRESSE (F)			MORN	2,242	11
MONTREAL LA PRESSE (F)			SATURDAY	3,052	16
MONTREAL LA PRESSE (F)			SUNDAY	2,208	11
RICHMOND	13,800	Q15			
LE JOURNAL DE MONTREAL (F)			MORN	675	5
LE JOURNAL DE MONTREAL (F)			SATURDAY	866	6
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,461	11
MONTREAL LA PRESSE (F)			SATURDAY	363	3
SHERBROOKE RECORD			MORN	562	4
SHERBROOKE LA TRIBUNE (F)			MORN	4,662	34
SHERBROOKE LA TRIBUNE (F)			SATURDAY	5,195	38
RIMOUSKI	26,100	E24			
MONTREAL LA PRESSE (F)			MORN	508	2
MONTREAL LA PRESSE (F)			SATURDAY	870	3
MONTREAL LA PRESSE (F)			SUNDAY	391	2
QUEBEC LE SOLEIL (F)			MORN	2,637	10
QUEBEC LE SOLEIL (F)			SATURDAY	3,110	12
QUEBEC LE SOLEIL (F)			SUNDAY	2,350	9
LE JOURNAL DE QUEBEC (F)			MORN	2,538	10
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,522	10
LE JOURNAL DE QUEBEC (F)			SUNDAY	2,273	9
RIVIERE-DU-LOUP	14,400	G22			
MONTREAL LA PRESSE (F)			SATURDAY	250	2
QUEBEC LE SOLEIL (F)			MORN	1,759	12
QUEBEC LE SOLEIL (F)			SATURDAY	2,007	14
QUEBEC LE SOLEIL (F)			SUNDAY	1,626	11
LE JOURNAL DE QUEBEC (F)			MORN	1,867	13
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,988	14
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,907	13
ROUVILLE	16,600	Q33			
GRANBY LA VOIX DE L'EST (F)			MORN	1,280	8
MONTREAL GAZETTE			MORN	609	4
MONTREAL GAZETTE			SATURDAY	947	6
MONTREAL GAZETTE			SUNDAY	568	3
LE JOURNAL DE MONTREAL (F)			MORN	2,686	16
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,393	20
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,313	20
MONTREAL LA PRESSE (F)			MORN	1,877	11
MONTREAL LA PRESSE (F)			SATURDAY	3,056	18
MONTREAL LA PRESSE (F)			SUNDAY	2,029	12
SAGUENAY	32,100	F 7			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	1,386	4

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
SAGUENAY (CONT).					
MONTREAL GAZETTE			MORN	265	1
MONTREAL GAZETTE			SATURDAY	378	1
MONTREAL LA PRESSE (F)			MORN	454	1
MONTREAL LA PRESSE (F)			SATURDAY	855	3
QUEBEC LE SOLEIL (F)			MORN	3,497	11
QUEBEC LE SOLEIL (F)			SATURDAY	3,923	12
QUEBEC LE SOLEIL (F)			SUNDAY	3,295	10
LE JOURNAL DE QUEBEC (F)			MORN	3,474	11
LE JOURNAL DE QUEBEC (F)			SATURDAY	3,606	11
LE JOURNAL DE QUEBEC (F)			SUNDAY	3,169	10
ST-HYACINTHE	22,800	O32			
LE JOURNAL DE MONTREAL (F)			MORN	4,162	18
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,723	21
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,731	21
MONTREAL LA PRESSE (F)			MORN	1,825	8
MONTREAL LA PRESSE (F)			SATURDAY	3,027	13
MONTREAL LA PRESSE (F)			SUNDAY	1,775	8
ST-JEAN	23,900	R31			
MONTREAL GAZETTE			MORN	433	2
MONTREAL GAZETTE			SATURDAY	916	4
MONTREAL GAZETTE			SUNDAY	388	2
LE JOURNAL DE MONTREAL (F)			MORN	5,112	21
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,588	23
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,067	21
MONTREAL LA PRESSE (F)			MORN	2,352	10
MONTREAL LA PRESSE (F)			SATURDAY	3,919	16
MONTREAL LA PRESSE (F)			SUNDAY	2,370	10
ST-MAURICE	45,100	L12			
MONTREAL GAZETTE			MORN	359	1
MONTREAL GAZETTE			SATURDAY	541	1
MONTREAL GAZETTE			SUNDAY	310	1
MONTREAL LE DEVOIR (F)			SATURDAY	336	1
LE JOURNAL DE MONTREAL (F)			MORN	4,535	10
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,066	11
LE JOURNAL DE MONTREAL (F)			SUNDAY	6,412	14
MONTREAL LA PRESSE (F)			MORN	2,012	4
MONTREAL LA PRESSE (F)			SATURDAY	3,732	8
MONTREAL LA PRESSE (F)			SUNDAY	2,720	6
QUEBEC LE SOLEIL (F)			SATURDAY	404	1
* TROIS RIVIERES LE NOUVELLISTE (F)			MORN	23,577	52
SHEFFORD	29,700	R13			
* GRANBY LA VOIX DE L'EST (F)			MORN	11,172	38
MONTREAL GAZETTE			MORN	362	1
MONTREAL GAZETTE			SATURDAY	564	2
MONTREAL GAZETTE			SUNDAY	327	1
LE JOURNAL DE MONTREAL (F)			MORN	2,790	9
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,387	11
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,173	14
MONTREAL LA PRESSE (F)			MORN	1,140	4
MONTREAL LA PRESSE (F)			SATURDAY	2,148	7
MONTREAL LA PRESSE (F)			SUNDAY	1,256	4

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
SHEFFORD (CONT).					
SHERBROOKE LA TRIBUNE (F)			MORN	572	2
SHERBROOKE LA TRIBUNE (F)			SATURDAY	633	2
SHERBROOKE	50,400	R15			
MONTREAL GAZETTE			MORN	978	2
MONTREAL GAZETTE			SATURDAY	1,543	3
MONTREAL GAZETTE			SUNDAY	848	2
MONTREAL LE DEVOIR (F)			MORN	448	1
MONTREAL LE DEVOIR (F)			SATURDAY	606	1
LE JOURNAL DE MONTREAL (F)			MORN	2,565	5
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,976	6
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,599	9
MONTREAL LA PRESSE (F)			MORN	1,618	3
MONTREAL LA PRESSE (F)			SATURDAY	3,189	6
MONTREAL LA PRESSE (F)			SUNDAY	2,162	4
* SHERBROOKE RECORD			MORN	1,760	3
* SHERBROOKE LA TRIBUNE (F)			MORN	21,136	42
* SHERBROOKE LA TRIBUNE (F)			SATURDAY	25,822	51
SOULANGES	6,800	R25			
LE JOURNAL DE MONTREAL (F)			MORN	1,422	21
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,703	25
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,632	24
MONTREAL LA PRESSE (F)			MORN	311	5
MONTREAL LA PRESSE (F)			SATURDAY	627	9
MONTREAL LA PRESSE (F)			SUNDAY	317	5
STANSTEAD	15,300	S15			
MONTREAL GAZETTE			MORN	492	3
MONTREAL GAZETTE			SATURDAY	1,147	8
MONTREAL GAZETTE			SUNDAY	402	3
LE JOURNAL DE MONTREAL (F)			MORN	673	4
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,052	7
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,358	9
MONTREAL LA PRESSE (F)			MORN	287	2
MONTREAL LA PRESSE (F)			SATURDAY	1,193	8
MONTREAL LA PRESSE (F)			SUNDAY	519	3
SHERBROOKE RECORD			MORN	1,085	7
SHERBROOKE LA TRIBUNE (F)			MORN	4,108	27
SHERBROOKE LA TRIBUNE (F)			SATURDAY	4,882	32
TEMISCAMINGUE	20,200	K 2			
NORTH BAY NUGGET			EVE	552	3
LE JOURNAL DE MONTREAL (F)			MORN	1,824	9
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,160	11
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,804	9
MONTREAL LA PRESSE (F)			MORN	581	3
MONTREAL LA PRESSE (F)			SATURDAY	1,134	6
MONTREAL LA PRESSE (F)			SUNDAY	397	2
TEMISCOUATA	6,600	G23			
QUEBEC LE SOLEIL (F)			MORN	604	9
QUEBEC LE SOLEIL (F)			SATURDAY	693	11
QUEBEC LE SOLEIL (F)			SUNDAY	563	9
LE JOURNAL DE QUEBEC (F)			MORN	458	7

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
TEMISCOUATA (CONT).					
LE JOURNAL DE QUEBEC (F)			SATURDAY	494	7
LE JOURNAL DE QUEBEC (F)			SUNDAY	461	7
TERREBONNE	80,600	M26			
MONTREAL GAZETTE			MORN	2,883	4
MONTREAL GAZETTE			SATURDAY	5,776	7
MONTREAL GAZETTE			SUNDAY	2,772	3
MONTREAL LE DEVOIR (F)			MORN	495	1
MONTREAL LE DEVOIR (F)			SATURDAY	838	1
LE JOURNAL DE MONTREAL (F)			MORN	19,829	25
LE JOURNAL DE MONTREAL (F)			SATURDAY	26,265	33
LE JOURNAL DE MONTREAL (F)			SUNDAY	24,291	30
MONTREAL LA PRESSE (F)			MORN	9,732	12
MONTREAL LA PRESSE (F)			SATURDAY	19,002	24
MONTREAL LA PRESSE (F)			SUNDAY	10,236	13
VAUDREUIL	21,800	Q25			
MONTREAL GAZETTE			MORN	3,219	15
MONTREAL GAZETTE			SATURDAY	5,085	23
MONTREAL GAZETTE			SUNDAY	3,344	15
LE JOURNAL DE MONTREAL (F)			MORN	3,422	16
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,181	19
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,969	18
MONTREAL LA PRESSE (F)			MORN	2,174	10
MONTREAL LA PRESSE (F)			SATURDAY	3,500	16
MONTREAL LA PRESSE (F)			SUNDAY	2,182	10
VERCHERES	24,400	N31			
MONTREAL GAZETTE			MORN	491	2
MONTREAL GAZETTE			SATURDAY	709	3
MONTREAL GAZETTE			SUNDAY	467	2
LE JOURNAL DE MONTREAL (F)			MORN	5,530	23
LE JOURNAL DE MONTREAL (F)			SATURDAY	6,686	27
LE JOURNAL DE MONTREAL (F)			SUNDAY	6,224	26
MONTREAL LA PRESSE (F)			MORN	3,850	16
MONTREAL LA PRESSE (F)			SATURDAY	6,281	26
MONTREAL LA PRESSE (F)			SUNDAY	4,212	17
WOLFE	5,300	P17			
SHERBROOKE LA TRIBUNE (F)			MORN	1,508	28
SHERBROOKE LA TRIBUNE (F)			SATURDAY	1,567	30
YAMASKA	5,200	O12			
LE JOURNAL DE MONTREAL (F)			MORN	412	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	715	14
LE JOURNAL DE MONTREAL (F)			SUNDAY	629	12
MONTREAL LA PRESSE (F)			SATURDAY	245	5
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	467	9

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
ALGOMA	44,400	D12			
* SAULT STE. MARIE SAULT STAR			EVE	26,951	61
SUDBURY STAR			EVE	548	1
TORONTO STAR			ALL DAY	1,719	4
TORONTO STAR			SATURDAY	2,262	5
TORONTO STAR			SUNDAY	2,102	5
BRANT	40,700	R16			
* BRANTFORD EXPOSITOR			EVE	28,524	70
HAMILTON SPECTATOR			EVE	1,036	3
TORONTO STAR			ALL DAY	2,426	6
TORONTO STAR			SATURDAY	3,634	9
TORONTO STAR			SUNDAY	3,352	8
TORONTO SUN			MORN	2,232	5
TORONTO SUN			SATURDAY	1,582	4
TORONTO SUN			SUNDAY	1,720	4
BRUCE	22,600	M14			
KITCHENER-WATERLOO RECORD			EVE	1,386	6
LONDON FREE PRESS			MORN	740	3
OWEN SOUND SUN TIMES			EVE	7,993	35
TORONTO STAR			ALL DAY	2,942	13
TORONTO STAR			SATURDAY	5,231	23
TORONTO STAR			SUNDAY	3,637	16
TORONTO SUN			SATURDAY	727	3
TORONTO SUN			SUNDAY	1,173	5
COCHRANE	34,300	E 6			
* TIMMINS PRESS			EVE	12,709	37
TORONTO STAR			ALL DAY	875	3
TORONTO STAR			SATURDAY	1,390	4
TORONTO STAR			SUNDAY	836	2
DUFFERIN	12,300	O17			
TORONTO STAR			ALL DAY	1,958	16
TORONTO STAR			SATURDAY	4,379	36
TORONTO STAR			SUNDAY	2,151	17
TORONTO SUN			MORN	1,520	12
TORONTO SUN			SATURDAY	1,454	12
TORONTO SUN			SUNDAY	4,343	35
DURHAM	128,000	I10			
* OSHAWA TIMES			EVE	20,841	16
TORONTO STAR			ALL DAY	24,343	19
TORONTO STAR			SATURDAY	41,548	32
TORONTO STAR			SUNDAY	23,972	19
TORONTO SUN			MORN	22,266	17
TORONTO SUN			SATURDAY	14,772	12
TORONTO SUN			SUNDAY	45,335	35
ELGIN	25,700	S13			
LONDON FREE PRESS			MORN	8,847	34
* ST. THOMAS TIMES-JOURNAL			EVE	9,987	39
TORONTO STAR			ALL DAY	340	1
TORONTO STAR			SATURDAY	433	2

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
ELGIN (CONT).					
TORONTO STAR			SUNDAY	2,486	10
ESSEX	122,900	T 8			
TORONTO STAR			SATURDAY	1,166	1
TORONTO STAR			SUNDAY	1,666	1
* WINDSOR STAR			EVE	82,571	67
FRONTENAC	46,500	M27			
* KINGSTON WHIG-STANDARD			EVE	26,874	58
OTTAWA CITIZEN			ALL DAY	445	1
OTTAWA CITIZEN			SATURDAY	706	2
OTTAWA CITIZEN			SUNDAY	294	1
OTTAWA SUN			SUNDAY	867	2
TORONTO STAR			ALL DAY	3,186	7
TORONTO STAR			SATURDAY	4,156	9
TORONTO STAR			SUNDAY	4,695	10
GREY	29,900	M16			
KITCHENER-WATERLOO RECORD			EVE	836	3
* OWEN SOUND SUN TIMES			EVE	15,539	52
TORONTO STAR			ALL DAY	2,538	8
TORONTO STAR			SATURDAY	5,232	18
TORONTO STAR			SUNDAY	3,333	11
TORONTO SUN			SATURDAY	945	3
TORONTO SUN			SUNDAY	1,685	6
HALDIMAND-NORFOLK	35,000	S16			
BRANTFORD EXPOSITOR			EVE	3,087	9
HAMILTON SPECTATOR			EVE	7,566	22
LONDON FREE PRESS			MORN	620	2
* SIMCOE REFORMER			EVE	10,053	29
TORONTO STAR			ALL DAY	2,111	6
TORONTO STAR			SATURDAY	3,453	10
TORONTO STAR			SUNDAY	3,410	10
HALIBURTON	5,300	K22			
TORONTO STAR			ALL DAY	1,096	21
TORONTO STAR			SATURDAY	2,939	55
TORONTO STAR			SUNDAY	1,528	29
HALTON	99,200	L 5			
BURLINGTON SPECTATOR			EVE	22,508	23
TORONTO STAR			ALL DAY	19,435	20
TORONTO STAR			SATURDAY	31,451	32
TORONTO STAR			SUNDAY	20,295	20
TORONTO SUN			MORN	11,207	11
TORONTO SUN			SATURDAY	8,110	8
TORONTO SUN			SUNDAY	26,525	27
HAMILTON-WENTWORTH	166,400	M 4			
* HAMILTON SPECTATOR			EVE	100,481	60
TORONTO STAR			ALL DAY	6,440	4
TORONTO STAR			SATURDAY	6,647	4
TORONTO STAR			SUNDAY	9,429	6
TORONTO SUN			MORN	7,851	5

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
HAMILTON-WENTWORTH (CONT).					
TORONTO SUN			SATURDAY	6,298	4
TORONTO SUN			SUNDAY	9,563	6
HASTINGS	45,400	O25			
* BELLEVILLE INTELLIGENCER			EVE	17,560	39
KINGSTON WHIG-STANDARD			EVE	411	1
TORONTO STAR			ALL DAY	5,744	13
TORONTO STAR			SATURDAY	8,751	19
TORONTO STAR			SUNDAY	7,044	16
TORONTO SUN			SUNDAY	1,578	3
HURON	21,000	O13			
KITCHENER-WATERLOO RECORD			EVE	938	4
LONDON FREE PRESS			MORN	6,418	31
TORONTO STAR			ALL DAY	879	4
TORONTO STAR			SATURDAY	1,621	8
TORONTO STAR			SUNDAY	1,841	9
KENORA	21,300	C 4			
WINNIPEG SUN			MORN	478	2
WINNIPEG SUN			SUNDAY	521	2
WINNIPEG FREE PRESS			EVE	2,581	12
WINNIPEG FREE PRESS			SATURDAY	3,302	16
WINNIPEG FREE PRESS			SUNDAY	2,153	10
* KENORA MINER AND NEWS			EVE	4,937	23
THUNDER BAY TIMES-NEWS,CHRONICLE-JOURNAL			MORN/EVE	964	5
THUNDER BAY TIMES-NEWS, CHRONICLE-JRNL.			SUNDAY	907	4
KENT	39,600	T11			
* CHATHAM NEWS			EVE	16,132	41
LONDON FREE PRESS			MORN	7,850	20
TORONTO STAR			ALL DAY	583	1
TORONTO STAR			SATURDAY	752	2
TORONTO STAR			SUNDAY	1,890	5
WINDSOR STAR			EVE	2,774	7
LAMBTON	48,800	R11			
LONDON FREE PRESS			MORN	11,649	24
* SARNIA OBSERVER			EVE	24,148	49
TORONTO STAR			SATURDAY	1,177	2
TORONTO STAR			SUNDAY	2,918	6
LANARK	20,100	L28			
OTTAWA CITIZEN			ALL DAY	8,596	43
OTTAWA CITIZEN			SATURDAY	11,094	55
OTTAWA CITIZEN			SUNDAY	8,132	40
OTTAWA SUN			ALL DAY	382	2
OTTAWA SUN			SUNDAY	788	4
TORONTO STAR			ALL DAY	344	2
TORONTO STAR			SATURDAY	584	3
TORONTO STAR			SUNDAY	594	3
LEEDS & GRENVILLE	32,000	N29			
* BROCKVILLE RECORDER AND TIMES			EVE	15,740	49
KINGSTON WHIG-STANDARD			EVE	2,375	7

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
LEEDS & GRENVILLE (CONT).					
OTTAWA CITIZEN			ALL DAY	3,817	12
OTTAWA CITIZEN			SATURDAY	5,651	18
OTTAWA CITIZEN			SUNDAY	3,440	11
OTTAWA SUN			ALL DAY	350	1
OTTAWA SUN			SUNDAY	608	2
TORONTO STAR			ALL DAY	878	3
TORONTO STAR			SATURDAY	1,309	4
TORONTO STAR			SUNDAY	1,630	5
LENNOX & ADDINGTON	12,800	O26			
KINGSTON WHIG-STANDARD			EVE	4,962	39
TORONTO STAR			ALL DAY	778	6
TORONTO STAR			SATURDAY	1,107	9
TORONTO STAR			SUNDAY	1,167	9
MANITOULIN	3,800	G13			
SUDBURY STAR			EVE	650	17
TORONTO STAR			SATURDAY	192	5
MIDDLESEX	134,000	R13			
* LONDON FREE PRESS			MORN	76,572	57
TORONTO STAR			ALL DAY	4,149	3
TORONTO STAR			SATURDAY	5,370	4
TORONTO STAR			SUNDAY	19,516	15
TORONTO SUN			SUNDAY	1,551	1
MUSKOKA	17,400	K20			
ORILLIA PACKET & TIMES			EVE	268	2
TORONTO STAR			ALL DAY	4,419	25
TORONTO STAR			SATURDAY	9,059	52
TORONTO STAR			SUNDAY	4,883	28
TORONTO SUN			SATURDAY	1,164	7
TORONTO SUN			SUNDAY	2,188	13
NIAGARA	142,800	P 8			
HAMILTON SPECTATOR			EVE	6,496	5
* NIAGARA FALLS REVIEW			EVE	22,872	16
* ST. CATHARINES STANDARD			EVE	43,281	30
TORONTO STAR			ALL DAY	11,636	8
TORONTO STAR			SATURDAY	16,425	12
TORONTO STAR			SUNDAY	15,124	11
TORONTO SUN			MORN	4,528	3
TORONTO SUN			SATURDAY	4,377	3
TORONTO SUN			SUNDAY	7,562	5
* WELLAND TRIBUNE			EVE	17,689	12
NIPISSING	30,200	G22			
* NORTH BAY NUGGET			EVE	19,139	63
TORONTO STAR			ALL DAY	2,018	7
TORONTO STAR			SATURDAY	2,435	8
TORONTO STAR			SUNDAY	2,770	9
NORTHUMBERLAND	27,500	O23			
* COBOURG STAR			EVE	5,723	21
PETERBOROUGH EXAMINER			EVE	1,148	4

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
NORTHUMBERLAND (CONT).					
PETERBOROUGH EXAMINER			SUNDAY	903	3
* PORT HOPE GUIDE			EVE	3,427	12
TORONTO STAR			ALL DAY	3,829	14
TORONTO STAR			SATURDAY	6,481	24
TORONTO STAR			SUNDAY	4,176	15
TORONTO SUN			MORN	1,287	5
TORONTO SUN			SATURDAY	1,068	4
TORONTO SUN			SUNDAY	2,388	9
OTTAWA-CARLETON	249,800	K29			
* OTTAWA CITIZEN			ALL DAY	135,347	54
* OTTAWA CITIZEN			SATURDAY	170,484	68
* OTTAWA CITIZEN			SUNDAY	115,908	46
* OTTAWA LE DROIT (F)			ALL DAY	6,822	3
* OTTAWA LE DROIT (F)			SATURDAY	7,057	3
* OTTAWA SUN			ALL DAY	27,986	11
* OTTAWA SUN			SUNDAY	29,672	12
TORONTO STAR			ALL DAY	2,587	1
TORONTO STAR			SATURDAY	3,532	1
TORONTO STAR			SUNDAY	5,890	2
MONTREAL GAZETTE			MORN	2,824	1
MONTREAL GAZETTE			SATURDAY	2,794	1
MONTREAL GAZETTE			SUNDAY	2,124	1
MONTREAL LE DEVOIR (F)			MORN	1,466	1
MONTREAL LE DEVOIR (F)			SATURDAY	1,556	1
LE JOURNAL DE MONTREAL (F)			MORN	2,576	1
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,918	1
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,000	1
MONTREAL LA PRESSE (F)			MORN	1,670	1
MONTREAL LA PRESSE (F)			SATURDAY	1,656	1
MONTREAL LA PRESSE (F)			SUNDAY	896	
OXFORD	33,200	R15			
BRANTFORD EXPOSITOR			EVE	521	2
KITCHENER-WATERLOO RECORD			EVE	1,426	4
LONDON FREE PRESS			MORN	9,391	28
STRATFORD BEACON-HERALD			EVE	613	2
TORONTO STAR			ALL DAY	770	2
TORONTO STAR			SATURDAY	1,398	4
TORONTO STAR			SUNDAY	2,217	7
TORONTO SUN			SUNDAY	621	2
* WOODSTOCK SENTINEL-REVIEW			EVE	10,744	32
PARRY SOUND	14,000	I19			
NORTH BAY NUGGET			EVE	2,896	21
TORONTO STAR			ALL DAY	2,331	17
TORONTO STAR			SATURDAY	3,982	28
TORONTO STAR			SUNDAY	2,464	18
TORONTO SUN			SATURDAY	280	2
TORONTO SUN			SUNDAY	430	3
PEEL	201,800	K 6			
TORONTO STAR			ALL DAY	60,200	30
TORONTO STAR			SATURDAY	88,795	44
TORONTO STAR			SUNDAY	57,401	28

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
PEEL (CONT).					
TORONTO SUN			MORN	44,763	22
TORONTO SUN			SATURDAY	26,584	13
TORONTO SUN			SUNDAY	75,226	37
PERTH	25,700	P14			
KITCHENER-WATERLOO RECORD			EVE	3,056	12
LONDON FREE PRESS			MORN	2,319	9
* STRATFORD BEACON-HERALD			EVE	12,817	50
TORONTO STAR			ALL DAY	1,090	4
TORONTO STAR			SATURDAY	2,480	10
TORONTO STAR			SUNDAY	2,286	9
PETERBOROUGH	44,000	N23			
* PETERBOROUGH EXAMINER			EVE	25,657	58
* PETERBOROUGH EXAMINER			SUNDAY	22,288	51
TORONTO STAR			ALL DAY	4,365	10
TORONTO STAR			SATURDAY	9,533	22
TORONTO STAR			SUNDAY	5,359	12
TORONTO SUN			MORN	2,475	6
TORONTO SUN			SATURDAY	2,022	5
TORONTO SUN			SUNDAY	4,498	10
PRESCOTT & RUSSELL	22,000	K32			
OTTAWA CITIZEN			ALL DAY	5,027	23
OTTAWA CITIZEN			SATURDAY	6,792	31
OTTAWA CITIZEN			SUNDAY	4,873	22
OTTAWA LE DROIT (F)			ALL DAY	3,127	14
OTTAWA LE DROIT (F)			SATURDAY	3,401	15
MONTREAL GAZETTE			SATURDAY	339	2
LE JOURNAL DE MONTREAL (F)			MORN	775	4
LE JOURNAL DE MONTREAL (F)			SATURDAY	945	4
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,014	5
PRINCE EDWARD	8,600	P25			
BELLEVILLE INTELLIGENCER			EVE	1,121	13
KINGSTON WHIG-STANDARD			EVE	471	5
TORONTO STAR			ALL DAY	918	11
TORONTO STAR			SATURDAY	1,497	17
TORONTO STAR			SUNDAY	1,068	12
TORONTO SUN			SUNDAY	371	4
RAINY RIVER	8,400	F 2			
WINNIPEG FREE PRESS			EVE	774	9
WINNIPEG FREE PRESS			SATURDAY	1,046	12
WINNIPEG FREE PRESS			SUNDAY	688	8
THUNDER BAY TIMES-NEWS,CHRONICLE-JOURNAL			MORN/EVE	944	11
THUNDER BAY TIMES-NEWS, CHRONICLE-JRNL.			SUNDAY	898	11
RENFREW	34,000	J26			
OTTAWA CITIZEN			ALL DAY	10,109	30
OTTAWA CITIZEN			SATURDAY	14,002	41
OTTAWA CITIZEN			SUNDAY	9,465	28
OTTAWA SUN			ALL DAY	423	1
OTTAWA SUN			SUNDAY	819	2
* PEMBROKE OBSERVER			EVE	7,138	21

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
RENFREW (CONT).					
TORONTO STAR			ALL DAY	663	2
TORONTO STAR			SATURDAY	1,160	3
TORONTO STAR			SUNDAY	1,145	3
SIMCOE	98,200	M19			
* BARRIE EXAMINER			EVE	14,101	14
* ORILLIA PACKET & TIMES			EVE	10,606	11
TORONTO STAR			ALL DAY	14,819	15
TORONTO STAR			SATURDAY	32,960	34
TORONTO STAR			SUNDAY	17,489	18
TORONTO SUN			MORN	7,561	8
TORONTO SUN			SATURDAY	7,767	8
TORONTO SUN			SUNDAY	18,187	19
STOR. , DUN. & GLEN.	39,500	L32			
BROCKVILLE RECORDER AND TIMES			EVE	289	1
* CORNWALL STANDARD-FREEHOLDER			EVE	18,102	46
OTTAWA CITIZEN			ALL DAY	6,922	18
OTTAWA CITIZEN			SATURDAY	8,650	22
OTTAWA CITIZEN			SUNDAY	6,599	17
OTTAWA SUN			ALL DAY	319	1
OTTAWA SUN			SUNDAY	493	1
TORONTO STAR			ALL DAY	323	1
TORONTO STAR			SATURDAY	474	1
TORONTO STAR			SUNDAY	843	2
MONTREAL GAZETTE			MORN	965	2
MONTREAL GAZETTE			SATURDAY	1,509	4
MONTREAL GAZETTE			SUNDAY	1,016	3
LE JOURNAL DE MONTREAL (F)			MORN	310	1
LE JOURNAL DE MONTREAL (F)			SATURDAY	327	1
LE JOURNAL DE MONTREAL (F)			SUNDAY	367	1
SUDBURY RM	57,000	D16			
* SUDBURY STAR			EVE	26,246	46
TORONTO STAR			ALL DAY	3,650	6
TORONTO STAR			SATURDAY	4,355	8
TORONTO STAR			SUNDAY	4,436	8
SUDBURY DISTRICT	9,100	C16			
SUDBURY STAR			EVE	1,593	18
TIMMINS PRESS			EVE	272	3
THUNDER BAY	60,700	E 4			
WINNIPEG FREE PRESS			SATURDAY	382	1
* THUNDER BAY TIMES-NEWS,CHRONICLE-JOURNAL			MORN/EVE	36,693	60
* THUNDER BAY TIMES-NEWS, CHRONICLE-JRNL.			SUNDAY	32,842	54
TORONTO STAR			ALL DAY	251	
TORONTO STAR			SATURDAY	510	1
TORONTO STAR			SUNDAY	274	
TIMISKAMING	15,200	F 7			
* KIRKLAND LAKE NORTHERN NEWS			EVE	5,706	38
NORTH BAY NUGGET			EVE	1,101	7
TORONTO STAR			ALL DAY	393	3
TORONTO STAR			SATURDAY	633	4

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
TIMISKAMING (CONT).					
TORONTO STAR			SUNDAY	437	3
TORONTO	842,600	K 8			
VANCOUVER SUN			SATURDAY	256	
OTTAWA CITIZEN			ALL DAY	289	
OTTAWA CITIZEN			SATURDAY	440	
* TORONTO STAR			ALL DAY	260,887	31
* TORONTO STAR			SATURDAY	356,820	42
* TORONTO STAR			SUNDAY	221,173	26
* TORONTO SUN			MORN	147,115	17
* TORONTO SUN			SATURDAY	94,292	11
* TORONTO SUN			SUNDAY	207,932	25
MONTREAL GAZETTE			MORN	366	
MONTREAL GAZETTE			SATURDAY	510	
MONTREAL GAZETTE			SUNDAY	276	
MONTREAL LA PRESSE (F)			MORN	346	
MONTREAL LA PRESSE (F)			SATURDAY	473	
VICTORIA	23,000	M21			
* LINDSAY POST			EVE	5,922	26
PETERBOROUGH EXAMINER			EVE	935	4
PETERBOROUGH EXAMINER			SUNDAY	812	4
TORONTO STAR			ALL DAY	3,847	17
TORONTO STAR			SATURDAY	8,792	38
TORONTO STAR			SUNDAY	4,371	19
TORONTO SUN			MORN	1,004	4
TORONTO SUN			SATURDAY	960	4
TORONTO SUN			SUNDAY	2,769	12
WATERLOO	128,400	L 2			
* CAMBRIDGE REPORTER			EVE	14,637	11
* KITCHENER-WATERLOO RECORD			EVE	65,710	51
TORONTO STAR			ALL DAY	3,476	3
TORONTO STAR			SATURDAY	6,547	5
TORONTO STAR			SUNDAY	5,862	5
TORONTO SUN			MORN	6,473	5
TORONTO SUN			SATURDAY	4,974	4
TORONTO SUN			SUNDAY	7,419	6
WELLINGTON	55,200	O16			
* GUELPH MERCURY			EVE	19,127	35
KITCHENER-WATERLOO RECORD			EVE	7,285	13
TORONTO STAR			ALL DAY	4,221	8
TORONTO STAR			SATURDAY	8,841	16
TORONTO STAR			SUNDAY	5,458	10
TORONTO SUN			MORN	3,239	6
TORONTO SUN			SATURDAY	2,438	4
TORONTO SUN			SUNDAY	4,337	8
YORK	136,800	J 7			
TORONTO STAR			ALL DAY	45,143	33
TORONTO STAR			SATURDAY	73,067	53
TORONTO STAR			SUNDAY	47,371	35
TORONTO SUN			MORN	21,150	15
TORONTO SUN			SATURDAY	12,708	9

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
YORK (CONT).					
TORONTO SUN			SUNDAY	37,659	28

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

MANITOBA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 01	5,700	Q13			
WINNIPEG SUN			SUNDAY	433	8
WINNIPEG FREE PRESS			EVE	2,124	37
WINNIPEG FREE PRESS			SATURDAY	4,236	74
WINNIPEG FREE PRESS			SUNDAY	1,957	34
CEN. DIV. 02	13,900	R11			
WINNIPEG SUN			MORN	576	4
WINNIPEG SUN			SUNDAY	808	6
WINNIPEG FREE PRESS			EVE	4,064	29
WINNIPEG FREE PRESS			SATURDAY	7,659	55
WINNIPEG FREE PRESS			SUNDAY	3,881	28
CEN. DIV. 03	13,800	S 9			
WINNIPEG SUN			MORN	440	3
WINNIPEG SUN			SUNDAY	561	4
WINNIPEG FREE PRESS			EVE	2,177	16
WINNIPEG FREE PRESS			SATURDAY	4,743	34
WINNIPEG FREE PRESS			SUNDAY	1,939	14
CEN. DIV. 04	3,800	S 8			
WINNIPEG FREE PRESS			EVE	586	15
WINNIPEG FREE PRESS			SATURDAY	1,201	32
WINNIPEG FREE PRESS			SUNDAY	524	14
CEN. DIV. 05	6,000	S 3			
BRANDON SUN			EVE	1,590	27
BRANDON SUN			SUNDAY	1,297	22
WINNIPEG FREE PRESS			EVE	363	6
WINNIPEG FREE PRESS			SATURDAY	643	11
WINNIPEG FREE PRESS			SUNDAY	337	6
CEN. DIV. 06	3,900	Q 2			
BRANDON SUN			EVE	1,115	29
BRANDON SUN			SUNDAY	939	24
WINNIPEG FREE PRESS			EVE	223	6
WINNIPEG FREE PRESS			SATURDAY	288	7
CEN. DIV. 07	21,200	Q 5			
* BRANDON SUN			EVE	13,768	65
* BRANDON SUN			SUNDAY	12,172	57
WINNIPEG SUN			MORN	570	3
WINNIPEG SUN			SUNDAY	674	3
WINNIPEG FREE PRESS			EVE	1,930	9
WINNIPEG FREE PRESS			SATURDAY	2,292	11
WINNIPEG FREE PRESS			SUNDAY	1,759	8
CEN. DIV. 08	5,400	P 7			
WINNIPEG FREE PRESS			EVE	558	10
WINNIPEG FREE PRESS			SATURDAY	1,241	23
WINNIPEG FREE PRESS			SUNDAY	479	9
CEN. DIV. 09	8,900	Q 8			
* PORTAGE LA PRAIRIE GRAPHIC			EVE	4,448	50
WINNIPEG SUN			MORN	516	6

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

MANITOBA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 09 (CONT).					
WINNIPEG SUN			SUNDAY	754	8
WINNIPEG FREE PRESS			EVE	1,781	20
WINNIPEG FREE PRESS			SATURDAY	2,921	33
WINNIPEG FREE PRESS			SUNDAY	1,587	18
CEN. DIV. 10	2,100	Q10			
WINNIPEG SUN			MORN	269	13
WINNIPEG SUN			SUNDAY	337	16
WINNIPEG FREE PRESS			EVE	847	40
WINNIPEG FREE PRESS			SATURDAY	1,577	75
WINNIPEG FREE PRESS			SUNDAY	716	34
CEN. DIV. 11	235,200	G11			
* WINNIPEG SUN			MORN	42,489	18
* WINNIPEG SUN			SUNDAY	47,673	20
* WINNIPEG FREE PRESS			EVE	132,543	56
* WINNIPEG FREE PRESS			SATURDAY	170,352	72
* WINNIPEG FREE PRESS			SUNDAY	116,537	50
CEN. DIV. 12	6,000	Q11			
WINNIPEG SUN			MORN	407	7
WINNIPEG SUN			SUNDAY	552	9
WINNIPEG FREE PRESS			EVE	2,645	44
WINNIPEG FREE PRESS			SATURDAY	4,402	73
WINNIPEG FREE PRESS			SUNDAY	2,544	42
CEN. DIV. 13	11,700	P11			
WINNIPEG SUN			MORN	841	7
WINNIPEG SUN			SUNDAY	1,181	10
WINNIPEG FREE PRESS			EVE	5,403	46
WINNIPEG FREE PRESS			SATURDAY	8,509	73
WINNIPEG FREE PRESS			SUNDAY	4,994	43
CEN. DIV. 14	4,800	P10			
WINNIPEG SUN			SUNDAY	255	5
WINNIPEG FREE PRESS			EVE	2,237	47
WINNIPEG FREE PRESS			SATURDAY	4,355	91
WINNIPEG FREE PRESS			SUNDAY	2,039	42
CEN. DIV. 15	9,200	O 3			
BRANDON SUN			EVE	1,856	20
BRANDON SUN			SUNDAY	1,468	16
WINNIPEG FREE PRESS			EVE	710	8
WINNIPEG FREE PRESS			SATURDAY	1,311	14
WINNIPEG FREE PRESS			SUNDAY	601	7
CEN. DIV. 16	4,600	M 2			
WINNIPEG FREE PRESS			EVE	346	8
WINNIPEG FREE PRESS			SATURDAY	562	12
WINNIPEG FREE PRESS			SUNDAY	342	7
CEN. DIV. 17	10,800	M 5			
WINNIPEG FREE PRESS			EVE	1,103	10
WINNIPEG FREE PRESS			SATURDAY	1,741	16
WINNIPEG FREE PRESS			SUNDAY	1,000	9

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

MANITOBA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 18	8,100	N 9			
WINNIPEG SUN			SUNDAY	363	4
WINNIPEG FREE PRESS			EVE	3,315	41
WINNIPEG FREE PRESS			SATURDAY	6,159	76
WINNIPEG FREE PRESS			SUNDAY	2,724	34
CEN. DIV. 19	3,300	L14			
CEN. DIV. 20	4,700	G 2			
WINNIPEG FREE PRESS			EVE	563	12
WINNIPEG FREE PRESS			SATURDAY	721	15
WINNIPEG FREE PRESS			SUNDAY	562	12
CEN. DIV. 21	7,500	E 2			
WINNIPEG SUN			MORN	293	4
WINNIPEG SUN			SUNDAY	290	4
WINNIPEG FREE PRESS			EVE	1,165	16
WINNIPEG FREE PRESS			SATURDAY	1,677	22
WINNIPEG FREE PRESS			SUNDAY	1,166	16
CEN. DIV. 22	8,100	E 4			
WINNIPEG SUN			MORN	293	4
WINNIPEG FREE PRESS			EVE	1,001	12
WINNIPEG FREE PRESS			SATURDAY	1,452	18
WINNIPEG FREE PRESS			SUNDAY	809	10
CEN. DIV. 23	2,400	C 3			
WINNIPEG FREE PRESS			EVE	324	14
WINNIPEG FREE PRESS			SATURDAY	385	16
WINNIPEG FREE PRESS			SUNDAY	216	9

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

SASKATCHEWAN

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 01	11,600	S14			
REGINA LEADER POST			EVE	3,282	28
CEN. DIV. 02	9,400	S10			
REGINA LEADER POST			EVE	2,747	29
CEN. DIV. 03	6,800	S 7			
REGINA LEADER POST			EVE	1,407	21
CEN. DIV. 04	4,900	R 3			
REGINA LEADER POST			EVE	655	13
CEN. DIV. 05	14,200	P14			
REGINA LEADER POST			EVE	3,658	26
CEN. DIV. 06	80,900	P10			
* REGINA LEADER POST			EVE	50,906	63
CEN. DIV. 07	19,700	P 7			
* MOOSE JAW TIMES-HERALD			EVE	8,978	46
REGINA LEADER POST			EVE	2,787	14
CEN. DIV. 08	13,000	O 3			
REGINA LEADER POST			EVE	1,945	15
SASKATOON STAR PHOENIX			ALL DAY	578	4
CEN. DIV. 09	16,000	M13			
REGINA LEADER POST			EVE	2,456	15
CEN. DIV. 10	8,600	M11			
REGINA LEADER POST			EVE	946	11
SASKATOON STAR PHOENIX			ALL DAY	814	9
CEN. DIV. 11	84,100	M 8			
CALGARY SUN			SUNDAY	805	1
REGINA LEADER POST			EVE	599	1
* SASKATOON STAR PHOENIX			ALL DAY	47,939	57
CEN. DIV. 12	8,800	M 5			
SASKATOON STAR PHOENIX			ALL DAY	1,885	21
CEN. DIV. 13	9,100	L 2			
SASKATOON STAR PHOENIX			ALL DAY	2,109	23
CEN. DIV. 14	16,200	J12			
SASKATOON STAR PHOENIX			ALL DAY	2,693	17
CEN. DIV. 15	27,900	J 8			
* PRINCE ALBERT HERALD			EVE	8,923	32
SASKATOON STAR PHOENIX			ALL DAY	4,562	16
CEN. DIV. 16	14,000	I 6			
SASKATOON STAR PHOENIX			ALL DAY	2,585	18

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

SASKATCHEWAN

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 17	12,100	H 3			
SASKATOON STAR PHOENIX			ALL DAY	1,358	11
CEN. DIV. 18	6,400	C 3			
SASKATOON STAR PHOENIX			ALL DAY	520	8

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

ALBERTA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 01	22,100	R14			
CALGARY HERALD			MORN	388	2
CALGARY HERALD			FRIDAY	396	2
CALGARY HERALD			SUNDAY	548	2
CALGARY SUN			MORN	1,769	8
CALGARY SUN			SUNDAY	2,313	10
LETHBRIDGE HERALD			EVE	408	2
* MEDICINE HAT NEWS			EVE	13,522	61
CEN. DIV. 02	43,600	Q12			
CALGARY HERALD			MORN	1,816	4
CALGARY HERALD			FRIDAY	1,948	4
CALGARY HERALD			SUNDAY	1,893	4
CALGARY SUN			MORN	2,947	7
CALGARY SUN			SUNDAY	3,777	9
* LETHBRIDGE HERALD			EVE	20,176	46
CEN. DIV. 03	10,600	R 9			
CALGARY HERALD			MORN	920	9
CALGARY HERALD			FRIDAY	1,254	12
CALGARY HERALD			SUNDAY	783	7
CALGARY SUN			MORN	808	8
CALGARY SUN			SUNDAY	948	9
LETHBRIDGE HERALD			EVE	2,905	27
CEN. DIV. 04	4,300	N14			
CALGARY HERALD			MORN	340	8
CALGARY HERALD			FRIDAY	454	11
CALGARY HERALD			SUNDAY	283	7
CALGARY SUN			MORN	382	9
CALGARY SUN			SUNDAY	445	10
CEN. DIV. 05	14,200	O10			
CALGARY HERALD			MORN	2,336	16
CALGARY HERALD			FRIDAY	4,112	29
CALGARY HERALD			SUNDAY	1,976	14
CALGARY SUN			MORN	1,092	8
CALGARY SUN			SUNDAY	1,734	12
LETHBRIDGE HERALD			EVE	267	2
CEN. DIV. 06	291,800	N 9			
* CALGARY HERALD			MORN	121,619	42
* CALGARY HERALD			FRIDAY	155,891	53
* CALGARY HERALD			SUNDAY	111,031	38
* CALGARY SUN			MORN	61,353	21
* CALGARY SUN			SUNDAY	84,574	29
RED DEER ADVOCATE			EVE	370	
VANCOUVER SUN			SATURDAY	328	
CEN. DIV. 07	13,900	K13			
EDMONTON JOURNAL			MORN	2,242	16
EDMONTON JOURNAL			FRIDAY	3,079	22
EDMONTON JOURNAL			SUNDAY	1,968	14
EDMONTON SUN			MORN	1,160	8
EDMONTON SUN			SUNDAY	1,323	10

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

ALBERTA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 07 (CONT).					
RED DEER ADVOCATE			EVE	462	3
CEN. DIV. 08	45,500	K 9			
CALGARY HERALD			MORN	590	1
CALGARY HERALD			FRIDAY	701	2
CALGARY HERALD			SUNDAY	542	1
CALGARY SUN			MORN	1,862	4
CALGARY SUN			SUNDAY	2,466	5
EDMONTON JOURNAL			MORN	1,457	3
EDMONTON JOURNAL			FRIDAY	1,886	4
EDMONTON JOURNAL			SUNDAY	1,407	3
EDMONTON SUN			MORN	1,349	3
EDMONTON SUN			SUNDAY	1,832	4
* RED DEER ADVOCATE			EVE	21,149	46
CEN. DIV. 09	5,500	L 6			
EDMONTON JOURNAL			MORN	321	6
EDMONTON JOURNAL			FRIDAY	512	9
EDMONTON JOURNAL			SUNDAY	275	5
RED DEER ADVOCATE			EVE	500	9
CEN. DIV. 10	27,400	I13			
EDMONTON JOURNAL			MORN	5,060	18
EDMONTON JOURNAL			FRIDAY	7,420	27
EDMONTON JOURNAL			SUNDAY	4,403	16
EDMONTON SUN			MORN	3,265	12
EDMONTON SUN			SUNDAY	4,555	17
CEN. DIV. 11	311,900	I 9			
CALGARY HERALD			MORN	265	
* EDMONTON JOURNAL			MORN	132,994	43
* EDMONTON JOURNAL			FRIDAY	158,642	51
* EDMONTON JOURNAL			SUNDAY	126,053	40
* EDMONTON SUN			MORN	69,333	22
* EDMONTON SUN			SUNDAY	105,791	34
VANCOUVER SUN			SATURDAY	412	
CEN. DIV. 12	14,400	G13			
EDMONTON JOURNAL			MORN	2,703	19
EDMONTON JOURNAL			FRIDAY	4,060	28
EDMONTON JOURNAL			SUNDAY	2,449	17
EDMONTON SUN			MORN	1,492	10
EDMONTON SUN			SUNDAY	1,961	14
CEN. DIV. 13	20,300	F 4			
EDMONTON JOURNAL			MORN	3,768	19
EDMONTON JOURNAL			FRIDAY	6,332	31
EDMONTON JOURNAL			SUNDAY	3,156	16
EDMONTON SUN			MORN	1,833	9
EDMONTON SUN			SUNDAY	2,738	13
CEN. DIV. 14	9,000	G 3			
EDMONTON JOURNAL			MORN	1,840	20
EDMONTON JOURNAL			FRIDAY	2,572	29
EDMONTON JOURNAL			SUNDAY	1,635	18

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

ALBERTA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 14 (CONT).					
EDMONTON SUN			MORN	1,331	15
EDMONTON SUN			SUNDAY	1,731	19
CEN. DIV. 15	9,200	N 7			
CALGARY HERALD			MORN	1,390	15
CALGARY HERALD			FRIDAY	1,506	16
CALGARY HERALD			SUNDAY	1,401	15
CALGARY SUN			MORN	1,251	14
CALGARY SUN			SUNDAY	1,757	19
EDMONTON JOURNAL			MORN	505	5
EDMONTON JOURNAL			FRIDAY	505	5
EDMONTON JOURNAL			SUNDAY	499	5
LETHBRIDGE HERALD			EVE	850	9
CEN. DIV. 16	14,000	C 5			
EDMONTON JOURNAL			MORN	1,817	13
EDMONTON JOURNAL			FRIDAY	2,135	15
EDMONTON JOURNAL			SUNDAY	1,777	13
EDMONTON SUN			MORN	2,085	15
EDMONTON SUN			SUNDAY	2,273	16
* FORT MCMURRAY TODAY			EVE	5,912	42
* FORT MCMURRAY TODAY			FRIDAY	7,802	56
CEN. DIV. 17	14,700	C 3			
EDMONTON JOURNAL			MORN	1,955	13
EDMONTON JOURNAL			FRIDAY	2,147	15
EDMONTON JOURNAL			SUNDAY	1,714	12
EDMONTON SUN			MORN	830	6
EDMONTON SUN			SUNDAY	969	7
CEN. DIV. 18	4,300	F 2			
EDMONTON JOURNAL			MORN	957	22
EDMONTON JOURNAL			FRIDAY	1,150	27
EDMONTON JOURNAL			SUNDAY	823	19
EDMONTON SUN			MORN	329	8
EDMONTON SUN			SUNDAY	410	10
CEN. DIV. 19	24,400	E 2			
EDMONTON JOURNAL			MORN	2,956	12
EDMONTON JOURNAL			FRIDAY	3,298	14
EDMONTON JOURNAL			SUNDAY	2,641	11
EDMONTON SUN			MORN	1,731	7
EDMONTON SUN			SUNDAY	2,213	9
* GRANDE PRAIRIE HERALD-TRIBUNE			EVE	8,360	34

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

BRITISH COLUMBIA

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
ALBERNI-CLAYOQUOT	11,200	M 4			
* PORT ALBERNI ALBERNI VALLEY TIMES			EVE	6,676	60
VANCOUVER PROVINCE			MORN	801	7
VANCOUVER PROVINCE			SUNDAY	992	9
VANCOUVER SUN			EVE	607	5
VANCOUVER SUN			FRIDAY	729	7
VANCOUVER SUN			SATURDAY	868	8
VICTORIA TIMES-COLONIST			MORN	1,206	11
VICTORIA TIMES-COLONIST			SUNDAY	1,117	10
BULKLEY-NECHAKO	12,200	E 5			
PRINCE GEORGE CITIZEN			EVE	1,315	11
VANCOUVER PROVINCE			MORN	664	5
VANCOUVER PROVINCE			SUNDAY	920	8
VANCOUVER SUN			EVE	259	2
VANCOUVER SUN			FRIDAY	325	3
VANCOUVER SUN			SATURDAY	572	5
CAPITAL	122,300	O 6			
VANCOUVER PROVINCE			MORN	1,630	1
VANCOUVER PROVINCE			SUNDAY	2,097	2
VANCOUVER SUN			EVE	3,107	3
VANCOUVER SUN			FRIDAY	3,961	3
VANCOUVER SUN			SATURDAY	5,680	5
* VICTORIA TIMES-COLONIST			MORN	67,089	55
* VICTORIA TIMES-COLONIST			SUNDAY	64,187	52
CARIBOO	19,700	H 8			
VANCOUVER PROVINCE			MORN	2,350	12
VANCOUVER PROVINCE			SUNDAY	2,905	15
VANCOUVER SUN			EVE	513	3
VANCOUVER SUN			FRIDAY	779	4
VANCOUVER SUN			SATURDAY	930	5
CENTRAL COAST	1,100	H 3			
VANCOUVER PROVINCE			SUNDAY	71	6
VANCOUVER SUN			SATURDAY	56	5
CEN. FRAZER VALLEY	56,200	N 9			
VANCOUVER PROVINCE			MORN	11,759	21
VANCOUVER PROVINCE			SUNDAY	14,549	26
VANCOUVER SUN			EVE	10,008	18
VANCOUVER SUN			FRIDAY	13,959	25
VANCOUVER SUN			SATURDAY	13,654	24
CENTRAL KOOTENAY	19,100	L16			
* NELSON NEWS			EVE	4,603	24
TRAIL TIMES			EVE	304	2
VANCOUVER PROVINCE			MORN	1,800	9
VANCOUVER PROVINCE			SUNDAY	2,351	12
VANCOUVER SUN			EVE	422	2
VANCOUVER SUN			FRIDAY	623	3
VANCOUVER SUN			SATURDAY	833	4

* DENOTES NEWSPAPER PUBLISHED WITHIN REGIONAL DISTRICT

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

BRITISH COLUMBIA

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
CENTRAL OKANAGAN	40,100	L13			
* KELOWNA COURIER			EVE	18,833	47
VANCOUVER PROVINCE			MORN	2,932	7
VANCOUVER PROVINCE			SUNDAY	4,170	10
VANCOUVER SUN			EVE	351	1
VANCOUVER SUN			FRIDAY	516	1
VANCOUVER SUN			SATURDAY	872	2
COLUMBIA-SHUSWAP	15,600	I15			
CALGARY SUN			MORN	256	2
VANCOUVER PROVINCE			MORN	1,464	9
VANCOUVER PROVINCE			SUNDAY	1,760	11
VANCOUVER SUN			EVE	348	2
VANCOUVER SUN			FRIDAY	475	3
VANCOUVER SUN			SATURDAY	576	4
COMOX-STRATHCONA	30,700	L 4			
VANCOUVER PROVINCE			MORN	1,836	6
VANCOUVER PROVINCE			SUNDAY	2,299	7
VANCOUVER SUN			EVE	2,443	8
VANCOUVER SUN			FRIDAY	2,787	9
VANCOUVER SUN			SATURDAY	3,845	13
VICTORIA TIMES-COLONIST			MORN	1,874	6
VICTORIA TIMES-COLONIST			SUNDAY	1,942	6
COWICHAN VALLEY	21,700	N 6			
NANAIMO FREE PRESS			EVE	254	1
VANCOUVER PROVINCE			MORN	678	3
VANCOUVER PROVINCE			SUNDAY	886	4
VANCOUVER SUN			EVE	1,144	5
VANCOUVER SUN			FRIDAY	1,405	6
VANCOUVER SUN			SATURDAY	1,653	8
VICTORIA TIMES-COLONIST			MORN	5,847	27
VICTORIA TIMES-COLONIST			SUNDAY	5,834	27
DEWDNEY-ALOUETTE	30,000	M 9			
VANCOUVER PROVINCE			MORN	7,107	24
VANCOUVER PROVINCE			SUNDAY	8,608	29
VANCOUVER SUN			EVE	5,748	19
VANCOUVER SUN			FRIDAY	7,656	26
VANCOUVER SUN			SATURDAY	7,608	25
EAST KOOTENAY	16,800	K18			
CALGARY HERALD			MORN	507	3
CALGARY HERALD			FRIDAY	569	3
CALGARY HERALD			SUNDAY	478	3
CALGARY SUN			MORN	657	4
CALGARY SUN			SUNDAY	735	4
LETHBRIDGE HERALD			EVE	675	4
* CRANBROOK TOWNSMAN			EVE	3,987	24
VANCOUVER PROVINCE			MORN	1,025	6
VANCOUVER PROVINCE			SUNDAY	1,138	7
VANCOUVER SUN			EVE	449	3
VANCOUVER SUN			FRIDAY	535	3
VANCOUVER SUN			SATURDAY	706	4

* DENOTES NEWSPAPER PUBLISHED WITHIN REGIONAL DISTRICT

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

BRITISH COLUMBIA

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
FORT NELSON-LAIRD	1,400	E 6			
FRASER-CHEAM	24,900	M10			
VANCOUVER PROVINCE			MORN	5,264	21
VANCOUVER PROVINCE			SUNDAY	6,511	26
VANCOUVER SUN			EVE	2,930	12
VANCOUVER SUN			FRIDAY	4,005	16
VANCOUVER SUN			SATURDAY	3,955	16
FRASER-FORT GEORGE	29,400	E 6			
* PRINCE GEORGE CITIZEN			EVE	20,399	69
VANCOUVER PROVINCE			MORN	967	3
VANCOUVER PROVINCE			SUNDAY	1,634	6
VANCOUVER SUN			EVE	352	1
VANCOUVER SUN			FRIDAY	539	2
VANCOUVER SUN			SATURDAY	927	3
GREATER VANCOUVER	557,400	D11			
* VANCOUVER PROVINCE			MORN	121,456	22
* VANCOUVER PROVINCE			SUNDAY	147,196	26
* VANCOUVER SUN			EVE	162,609	29
* VANCOUVER SUN			FRIDAY	214,125	38
* VANCOUVER SUN			SATURDAY	207,651	37
KITIMAT-STIKINE	12,700	D 4			
VANCOUVER PROVINCE			MORN	1,220	10
VANCOUVER PROVINCE			SUNDAY	1,778	14
VANCOUVER SUN			SATURDAY	534	4
KOOTENAY BOUNDARY	11,700	M14			
* TRAIL TIMES			EVE	5,440	47
VANCOUVER PROVINCE			MORN	1,304	11
VANCOUVER PROVINCE			SUNDAY	1,799	15
VANCOUVER SUN			EVE	363	3
VANCOUVER SUN			FRIDAY	470	4
VANCOUVER SUN			SATURDAY	681	6
MOUNT WADDINGTON	4,800	J 3			
VANCOUVER PROVINCE			MORN	720	15
VANCOUVER PROVINCE			SUNDAY	862	18
VANCOUVER SUN			EVE	387	8
VANCOUVER SUN			FRIDAY	462	10
VANCOUVER SUN			SATURDAY	626	13
NANAIMO	37,600	M 6			
* NANAIMO FREE PRESS			EVE	10,570	28
VANCOUVER PROVINCE			MORN	2,698	7
VANCOUVER PROVINCE			SUNDAY	3,894	10
VANCOUVER SUN			EVE	2,638	7
VANCOUVER SUN			FRIDAY	3,621	10
VANCOUVER SUN			SATURDAY	4,240	11
VICTORIA TIMES-COLONIST			MORN	3,364	9
VICTORIA TIMES-COLONIST			SUNDAY	3,683	10

* DENOTES NEWSPAPER PUBLISHED WITHIN REGIONAL DISTRICT

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

BRITISH COLUMBIA

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
NORTH OKANAGAN	22,500	K14			
VANCOUVER PROVINCE			MORN	1,539	7
VANCOUVER PROVINCE			SUNDAY	2,241	10
VANCOUVER SUN			EVE	303	1
VANCOUVER SUN			FRIDAY	503	2
VANCOUVER SUN			SATURDAY	713	3
* VERNON NEWS			EVE	8,185	36
OKANAGAN-SIMILKAMEEN	27,000	M12			
* PENTICTON HERALD			EVE	8,675	32
VANCOUVER PROVINCE			MORN	3,655	14
VANCOUVER PROVINCE			SUNDAY	4,529	17
VANCOUVER SUN			EVE	555	2
VANCOUVER SUN			FRIDAY	757	3
VANCOUVER SUN			SATURDAY	1,019	4
PEACE RIVER	16,600	0			
EDMONTON JOURNAL			MORN	1,104	7
EDMONTON JOURNAL			FRIDAY	1,081	7
EDMONTON JOURNAL			SUNDAY	974	6
FORT ST. JOHN ALASKA HIGHWAY NEWS			EVE	2,941	18
PEACE RIVER-LIARD		C 6			
VANCOUVER PROVINCE			MORN	687	
VANCOUVER PROVINCE			SUNDAY	970	
VANCOUVER SUN			SATURDAY	431	
POWELL RIVER	7,400	K 6			
VANCOUVER PROVINCE			MORN	989	13
VANCOUVER PROVINCE			SUNDAY	1,248	17
VANCOUVER SUN			EVE	980	13
VANCOUVER SUN			FRIDAY	1,375	19
VANCOUVER SUN			SATURDAY	1,361	18
SKEENA-Q.CHARLOTTE	7,800	D 3			
* PRINCE RUPERT NEWS			EVE	3,569	46
VANCOUVER PROVINCE			MORN	650	8
VANCOUVER PROVINCE			SUNDAY	867	11
VANCOUVER SUN			SATURDAY	386	5
SQUAMISH-LILLOOET	8,600	K 8			
VANCOUVER PROVINCE			MORN	2,404	28
VANCOUVER PROVINCE			SUNDAY	3,085	36
VANCOUVER SUN			EVE	1,182	14
VANCOUVER SUN			FRIDAY	1,423	17
VANCOUVER SUN			SATURDAY	1,882	22
STIKINE	600	B 3			
SUNSHINE COAST	7,700	L 7			
VANCOUVER PROVINCE			MORN	1,328	17
VANCOUVER PROVINCE			SUNDAY	1,653	21
VANCOUVER SUN			EVE	2,105	27
VANCOUVER SUN			FRIDAY	3,147	41
VANCOUVER SUN			SATURDAY	2,900	38

* DENOTES NEWSPAPER PUBLISHED WITHIN REGIONAL DISTRICT

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

BRITISH COLUMBIA

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
THOMPSON-NICOLA	36,400	J11			
* KAMLOOPS NEWS			EVE	18,787	52
VANCOUVER PROVINCE			MORN	3,711	10
VANCOUVER PROVINCE			SUNDAY	4,847	13
VANCOUVER SUN			EVE	718	2
VANCOUVER SUN			FRIDAY	1,041	3
VANCOUVER SUN			SATURDAY	1,476	4

* DENOTES NEWSPAPER PUBLISHED WITHIN REGIONAL DISTRICT

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS

YUKON TERRITORY

TERRITORY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
YUKON	10,100	I 2			
* WHITEHORSE STAR			EVE	3,827	38
* WHITEHORSE STAR			FRIDAY	4,914	49

* DENOTES NEWSPAPER PUBLISHED WITHIN TERRITORY

DAILY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS

NORTHWEST TERR.

TERRITORY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
BAFFIN	4,100	H16			
FORT SMITH	9,500	K 5			
EDMONTON JOURNAL			MORN	1,398	15
EDMONTON JOURNAL			FRIDAY	1,395	15
EDMONTON JOURNAL			SUNDAY	1,024	11
EDMONTON SUN			MORN	353	4
EDMONTON SUN			SUNDAY	417	4
INUVICK	2,400	H 5			
KEEWATIN	1,800	L11			
KITIKMEOT	1,300	H10			

* DENOTES NEWSPAPER PUBLISHED WITHIN TERRITORY

Part I

SECTION C

Daily Newspaper Circulation

Major Market Circulation & Coverage Analysis

Publisher reported or ABC compiled circulation data coupled with 1990 estimated population and occupied households are provided in this section for 25 major markets where ABC member daily newspapers circulate. These major markets are listed by size of the total market population. Map reference coordinates, provided to aid in locating markets, relate to the provincial maps included at the back of this volume.

Newspaper circulation within these census-defined areas and the circulation/occupied household ratios are shown for all member daily newspapers having circulation of at least 500 copies in the area. Newspapers published in the market area are identified by an asterisk.

MAJOR MARKET CIRCULATION COVERAGE ANALYSIS

CENSUS METROPOLITAN AREA	AUDIT PERIOD	CURRENT ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
TORONTO, ONTARIO			K 8			
POPULATION		3,658,700				
HOUSEHOLDS		1,293,200				
MONTREAL GAZETTE	3/90			SATURDAY	510	
*TORONTO STAR	9/90			ALL DAY	382,456	30
*TORONTO STAR	9/90			SATURDAY	544,461	42
*TORONTO STAR	9/90			SUNDAY	342,795	27
*TORONTO SUN	9/90			MORN	221,547	17
*TORONTO SUN	9/90			SATURDAY	138,726	11
*TORONTO SUN	9/90			SUNDAY	338,890	26
MONTREAL, QUEBEC			D13			
POPULATION		3,032,500				
HOUSEHOLDS		1,205,600				
*MONTREAL LE DEVOIR (F)	3/90			MORN	15,530	1
*MONTREAL LE DEVOIR (F)	3/90			SATURDAY	16,603	1
*MONTREAL GAZETTE	3/90			MORN	156,913	13
*MONTREAL GAZETTE	3/90			SATURDAY	219,441	18
*MONTREAL GAZETTE	3/90			SUNDAY	142,443	12
*LE JOURNAL DE MONTREAL (F)	3/90			MORN	202,946	17
*LE JOURNAL DE MONTREAL (F)	3/90			SATURDAY	212,546	18
*LE JOURNAL DE MONTREAL (F)	3/90			SUNDAY	118,526	10
*MONTREAL LA PRESSE (F)	3/90			MORN	156,004	13
*MONTREAL LA PRESSE (F)	3/90			SATURDAY	231,827	19
*MONTREAL LA PRESSE (F)	3/90			SUNDAY	139,981	12
QUEBEC LE SOLEIL (F)	3/90			MORN	999	
QUEBEC LE SOLEIL (F)	3/90			SATURDAY	1,164	
OTTAWA CITIZEN	3/90			SATURDAY	1,256	
TORONTO STAR	9/90			ALL DAY	651	
TORONTO STAR	9/90			SATURDAY	1,296	
VANCOUVER, BRITISH COLUMBIA			D10			
POPULATION		1,549,000				
HOUSEHOLDS		605,600				
*VANCOUVER PROVINCE	9/90			MORN	133,661	22
*VANCOUVER PROVINCE	9/90			SUNDAY	161,894	27
*VANCOUVER SUN	9/90			EVE	172,065	28
*VANCOUVER SUN	9/90			FRIDAY	226,947	37
*VANCOUVER SUN	9/90			SATURDAY	202,404	33
OTTAWA-HULL, ONTARIO-QUEBEC			S31			
POPULATION		874,800				
HOUSEHOLDS		332,600				
*OTTAWA CITIZEN	3/90			ALL DAY	148,991	45
*OTTAWA CITIZEN	3/90			SATURDAY	189,389	57
*OTTAWA CITIZEN	3/90			SUNDAY	127,414	38
*OTTAWA LE DROIT (F)	3/90			EVE	25,786	8
*OTTAWA LE DROIT (F)	3/90			SATURDAY	29,992	9
*OTTAWA SUN	3/90			ALL DAY	28,895	9
*OTTAWA SUN	3/90			SUNDAY	30,595	9
TORONTO STAR	9/90			ALL DAY	2,664	1
TORONTO STAR	9/90			SATURDAY	3,553	1
TORONTO STAR	9/90			SUNDAY	5,850	2
MONTREAL LE DEVOIR (F)	3/90			MORN	1,466	
MONTREAL LE DEVOIR (F)	3/90			SATURDAY	1,556	
MONTREAL GAZETTE	3/90			MORN	3,271	1
MONTREAL GAZETTE	3/90			SATURDAY	3,127	1

* DENOTES NEWSPAPER PUBLISHED WITHIN MARKET.

MAJOR MARKET CIRCULATION COVERAGE ANALYSIS

CENSUS METROPOLITAN AREA	AUDIT PERIOD	CURRENT ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
OTTAWA-HULL, ONTARIO-QUEBEC (CONT)			S31			
MONTREAL GAZETTE	3/90			SUNDAY	2,576	1
LE JOURNAL DE MONTREAL (F)	3/90			MORN	7,563	2
LE JOURNAL DE MONTREAL (F)	3/90			SATURDAY	7,761	2
LE JOURNAL DE MONTREAL (F)	3/90			SUNDAY	9,603	3
MONTREAL LA PRESSE (F)	3/90			MORN	3,529	1
MONTREAL LA PRESSE (F)	3/90			SATURDAY	4,767	1
MONTREAL LA PRESSE (F)	3/90			SUNDAY	2,846	1
EDMONTON, ALBERTA			Q 4			
POPULATION		818,400				
HOUSEHOLDS		304,000				
*EDMONTON JOURNAL	6/90			MORN	122,987	40
*EDMONTON JOURNAL	6/90			FRIDAY	145,315	48
*EDMONTON JOURNAL	6/90			SUNDAY	116,722	38
*EDMONTON SUN	6/90			MORN	62,233	20
*EDMONTON SUN	6/90			SUNDAY	95,144	31
CALGARY, ALBERTA			O 9			
POPULATION		704,100				
HOUSEHOLDS		266,300				
*CALGARY HERALD	6/90			MORN	113,898	43
*CALGARY HERALD	6/90			FRIDAY	145,026	54
*CALGARY HERALD	6/90			SUNDAY	103,957	39
*CALGARY SUN	6/90			MORN	59,103	22
*CALGARY SUN	6/90			SUNDAY	80,613	30
WINNIPEG, MANITOBA			G11			
POPULATION		638,500				
HOUSEHOLDS		245,800				
*WINNIPEG FREE PRESS	3/90			EVE	134,909	55
*WINNIPEG FREE PRESS	3/90			SATURDAY	174,126	71
*WINNIPEG FREE PRESS	3/90			SUNDAY	118,787	48
*WINNIPEG SUN	3/90			MORN	42,819	17
*WINNIPEG SUN	3/90			SUNDAY	48,203	20
QUEBEC, QUEBEC			D17			
POPULATION		612,600				
HOUSEHOLDS		228,700				
CHICOUTIMI PROGRES DIMANCHE (F)	3/90			SUNDAY	616	
MONTREAL LE DEVOIR (F)	3/90			MORN	2,779	1
MONTREAL LE DEVOIR (F)	3/90			SATURDAY	3,409	1
MONTREAL GAZETTE	3/90			MORN	2,249	1
MONTREAL GAZETTE	3/90			SATURDAY	4,584	2
MONTREAL GAZETTE	3/90			SUNDAY	1,946	1
MONTREAL LA PRESSE (F)	3/90			MORN	2,818	1
MONTREAL LA PRESSE (F)	3/90			SATURDAY	4,238	2
MONTREAL LA PRESSE (F)	3/90			SUNDAY	1,952	1
*LE JOURNAL DE QUEBEC (F)	3/90			MORN	62,351	27
*LE JOURNAL DE QUEBEC (F)	3/90			SATURDAY	62,306	27
*LE JOURNAL DE QUEBEC (F)	3/90			SUNDAY	55,867	24
*QUEBEC LE SOLEIL (F)	3/90			MORN	68,772	30
*QUEBEC LE SOLEIL (F)	3/90			SATURDAY	94,056	41
*QUEBEC LE SOLEIL (F)	3/90			SUNDAY	57,592	25

* DENOTES NEWSPAPER PUBLISHED WITHIN MARKET.

MAJOR MARKET CIRCULATION COVERAGE ANALYSIS

CENSUS METROPOLITAN AREA	AUDIT PERIOD	CURRENT ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
HAMILTON, ONTARIO			N 5			
POPULATION		582,000				
HOUSEHOLDS		215,400				
*BURLINGTON SPECTATOR	12/90			EVE	20,864	10
*HAMILTON SPECTATOR	12/90			EVE	103,897	48
TORONTO STAR	9/90			ALL DAY	11,531	5
TORONTO STAR	9/90			SATURDAY	14,390	7
TORONTO STAR	9/90			SUNDAY	15,559	7
TORONTO SUN	9/90			MORN	12,367	6
TORONTO SUN	9/90			SATURDAY	9,318	4
TORONTO SUN	9/90			SUNDAY	19,081	9
LONDON, ONTARIO			R14			
POPULATION		360,600				
HOUSEHOLDS		139,000				
*LONDON FREE PRESS	9/90			MORN	75,346	54
*ST. THOMAS TIMES-JOURNAL	12/90			EVE	8,960	6
TORONTO STAR	9/90			ALL DAY	4,411	3
TORONTO STAR	9/90			SATURDAY	4,616	3
TORONTO STAR	9/90			SUNDAY	20,912	15
TORONTO SUN	9/90			SUNDAY	1,551	1
ST. CATHARINES-NIAGARA, ONTARIO			O 8			
POPULATION		354,900				
HOUSEHOLDS		133,200				
HAMILTON SPECTATOR	12/90			EVE	891	1
*NIAGARA FALLS REVIEW	12/90			EVE	19,429	15
*ST. CATHARINES STANDARD	12/90			EVE	41,113	31
TORONTO STAR	9/90			ALL DAY	9,757	7
TORONTO STAR	9/90			SATURDAY	13,803	10
TORONTO STAR	9/90			SUNDAY	12,816	10
TORONTO SUN	9/90			MORN	3,710	3
TORONTO SUN	9/90			SATURDAY	3,640	3
TORONTO SUN	9/90			SUNDAY	5,967	4
*WELLAND TRIBUNE	12/90			EVE	17,496	13
KITCHENER, ONTARIO			K 1			
POPULATION		339,400				
HOUSEHOLDS		122,400				
*CAMBRIDGE REPORTER	12/90			EVE	14,009	11
*KITCHENER-WATERLOO RECORD	12/90			EVE	63,133	52
TORONTO STAR	9/90			ALL DAY	3,406	3
TORONTO STAR	9/90			SATURDAY	6,405	5
TORONTO STAR	9/90			SUNDAY	5,715	5
TORONTO SUN	9/90			MORN	6,473	5
TORONTO SUN	9/90			SATURDAY	4,974	4
TORONTO SUN	9/90			SUNDAY	7,399	6
HALIFAX, NOVA SCOITA			M18			
POPULATION		303,300				
HOUSEHOLDS		109,600				
*HALIFAX CHRONICLE-HERALD, MAIL-STAR	9/90			MORN/EVE	64,831	59
*HALIFAX NEWS	9/90			MORN	20,536	19
*HALIFAX NEWS	9/90			SUNDAY	26,054	24

* DENOTES NEWSPAPER PUBLISHED WITHIN MARKET.

MAJOR MARKET CIRCULATION COVERAGE ANALYSIS

CENSUS METROPOLITAN AREA	AUDIT PERIOD	CURRENT ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
VICTORIA, BRITISH COLUMBIA			N 7			
POPULATION		280,000				
HOUSEHOLDS		118,100				
VANCOUVER PROVINCE	9/90			MORN	1,335	1
VANCOUVER PROVINCE	9/90			SUNDAY	1,756	1
VANCOUVER SUN	9/90			EVE	2,788	2
VANCOUVER SUN	9/90			FRIDAY	3,424	3
VANCOUVER SUN	9/90			SATURDAY	5,123	4
*VICTORIA TIMES-COLONIST	9/90			ALL DAY	64,320	54
*VICTORIA TIMES-COLONIST	9/90			SUNDAY	61,701	52
WINDSOR, ONTARIO			T 8			
POPULATION		270,100				
HOUSEHOLDS		100,500				
TORONTO STAR	9/90			SATURDAY	1,160	1
TORONTO STAR	9/90			SUNDAY	1,664	2
*WINDSOR STAR	3/90			EVE	70,598	70
OSHAWA, ONTARIO			K10			
POPULATION		229,600				
HOUSEHOLDS		78,100				
*OSHAWA TIMES	12/90			EVE	18,520	24
TORONTO STAR	9/90			ALL DAY	10,440	13
TORONTO STAR	9/90			SATURDAY	16,881	22
TORONTO STAR	9/90			SUNDAY	9,588	12
TORONTO SUN	9/90			MORN	13,896	18
TORONTO SUN	9/90			SATURDAY	9,130	12
TORONTO SUN	9/90			SUNDAY	23,435	30
SASKATOON, SASKATCHEWAN			L 7			
POPULATION		211,400				
HOUSEHOLDS		79,600				
*SASKATOON STAR-PHOENIX	3/90			ALL DAY	44,034	55
REGINA, SASKATCHEWAN			P10			
POPULATION		192,200				
HOUSEHOLDS		71,400				
*REGINA LEADER-POST	3/90			EVE	46,153	65
CHICOUTIMI-JONQUIERE, QUEBEC			J 8			
POPULATION		166,300				
HOUSEHOLDS		57,600				
*CHICOUTIMI PROGRES-DIMANCHE (F)	3/90			SUNDAY	25,910	45
*CHICOUTIMI LE QUOTIDIEN DU SAGUENAY (F)	3/90			MORN	18,603	32
MONTREAL LA PRESSE (F)	3/90			MORN	1,110	2
MONTREAL LA PRESSE (F)	3/90			SATURDAY	2,024	4
MONTREAL LA PRESSE (F)	3/90			SUNDAY	653	1
LE JOURNAL DE QUEBEC (F)	3/90			MORN	5,032	9
LE JOURNAL DE QUEBEC (F)	3/90			SATURDAY	4,255	7
LE JOURNAL DE QUEBEC (F)	3/90			SUNDAY	3,699	6
QUEBEC LE SOLEIL (F)	3/90			SATURDAY	691	1
ST. JOHN'S, NEWFOUNDLAND			D14			
POPULATION		164,000				
HOUSEHOLDS		50,100				
*ST. JOHN'S TELEGRAM	9/90			EVE	31,151	62

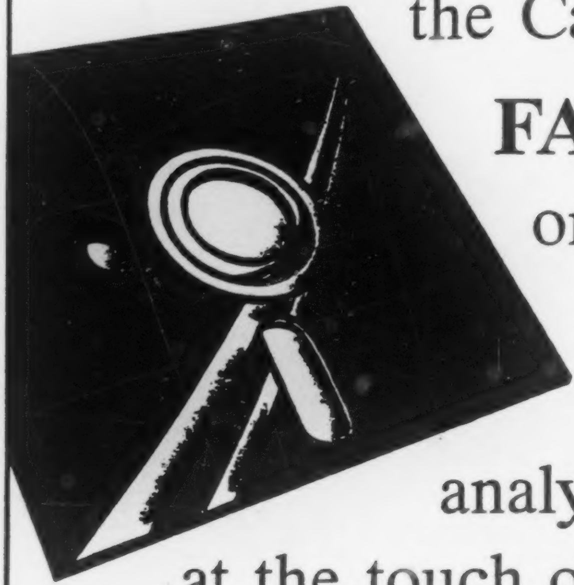
* DENOTES NEWSPAPER PUBLISHED WITHIN MARKET.

MAJOR MARKET CIRCULATION COVERAGE ANALYSIS

CENSUS METROPOLITAN AREA	AUDIT PERIOD	CURRENT ESTIMATE	MAP REF.	EDITIONS	CIRCULATION	RATIO CIRC/ HSLDS.
ST. JOHN'S, NEWFOUNDLAND (CONT)			D14			
*ST. JOHN'S TELEGRAM	9/90			SATURDAY	37,631	75
*ST. JOHN'S TELEGRAM	9/90			SUNDAY	27,838	56
SUDBURY, ONTARIO			E17			
POPULATION		147,400				
HOUSEHOLDS		55,100				
*SUDBURY STAR	3/90			EVE	25,381	46
TORONTO STAR	9/90			ALL DAY	3,116	6
TORONTO STAR	9/90			SATURDAY	3,734	7
TORONTO STAR	9/90			SUNDAY	3,862	7
SHERBROOKE, QUEBEC			R15			
POPULATION		135,800				
HOUSEHOLDS		53,700				
MONTREAL GAZETTE	3/90			MORN	934	2
MONTREAL GAZETTE	3/90			SATURDAY	1,455	3
MONTREAL GAZETTE	3/90			SUNDAY	803	1
MONTREAL LE DEVOIR (F)	3/90			SATURDAY	512	1
MONTREAL LA PRESSE (F)	3/90			MORN	1,370	3
MONTREAL LA PRESSE (F)	3/90			SATURDAY	2,670	5
MONTREAL LA PRESSE (F)	3/90			SUNDAY	1,788	3
LE JOURNAL DE MONTREAL (F)	3/90			MORN	2,070	4
LE JOURNAL DE MONTREAL (F)	3/90			SATURDAY	2,298	4
LE JOURNAL DE MONTREAL (F)	3/90			SUNDAY	3,544	7
*SHERBROOKE LA TRIBUNE (F)	3/90			MORN	22,318	42
*SHERBROOKE LA TRIBUNE (F)	3/90			SATURDAY	27,195	51
*SHERBROOKE RECORD	3/90			MORN	1,965	4
TROIS RIVIERES, QUEBEC			M13			
POPULATION		133,900				
HOUSEHOLDS		52,900				
LE JOURNAL DE MONTREAL (F)	3/90			MORN	4,240	8
LE JOURNAL DE MONTREAL (F)	3/90			SATURDAY	4,683	9
LE JOURNAL DE MONTREAL (F)	3/90			SUNDAY	6,339	12
MONTREAL GAZETTE	3/90			SATURDAY	542	1
MONTREAL LA PRESSE (F)	3/90			MORN	2,008	4
MONTREAL LA PRESSE (F)	3/90			SATURDAY	3,600	7
MONTREAL LA PRESSE (F)	3/90			SUNDAY	4,873	9
*TROIS RIVIERES LE NOUVELLISTE (F)	3/90			MORN	24,733	47
THUNDER BAY, ONTARIO			F 4			
POPULATION		125,700				
HOUSEHOLDS		46,100				
*THUNDER BAY TIMES-NEWS, CHRONICLE-JRNL.	6/90			MORN/EVE	32,239	70
*THUNDER BAY TIMES-NEWS, CHRONICLE-JRNL.	6/90			SUNDAY	28,806	62
SAINT JOHN, NEW BRUNSWICK			M14			
POPULATION		123,400				
HOUSEHOLDS		44,000				
*SAINT JOHN TELEGRAPH-JRL., TIMES-GLOBE	9/90			MORN/EVE	35,585	81
*SAINT JOHN TELEGRAPH-JOURNAL	9/90			SATURDAY	32,084	73

* DENOTES NEWSPAPER PUBLISHED WITHIN MARKET.

If you want computer
access to the data found
in this report, order
the Canadian



FACTBOOK
on diskette.
Get the
circulation
analyses you need
at the touch of a few keys.

Call ABC's Service Department
at **(708) 605-0909** or
the Canadian Office
at **(416) 962-5840** to order
your set of Canadian
FACTBOOK diskettes.
(for use with Lotus 1-2-3)

Audit Bureau of Circulations

Part I

SECTION D

Daily Newspaper Circulation
Circulation Trend Data in Census Metropolitan Areas

Five year data on circulation of daily newspapers in the 25 Census Metropolitan areas are included in this report for the fourth time. These include coverage ratios, single copy sales, subscription sales and their proportions of total circulation.

DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA HSLDS. (000)	CENSUS METROPOLITAN AREA CIRC.	CENSUS METROPOLITAN AREA RATIO CIRC/ HSLDS.	CENSUS METROPOLITAN AREA % OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
ST. JOHN'S, NEWFOUNDLAND											
ST. JOHN'S TELEGRAM											
9/90	E(M-F)	50.1	31,151	62	78	39,754	31,341	79	8,413	21,016	53
9/89		50.2	31,611	63	80	39,524	31,264	79	8,360	21,237	54
9/88		49.7	30,626	62	80	38,205	30,370	79	7,834	20,836	55
9/87		50.1	30,683	61	80	38,408	31,670	82	6,738	21,003	55
9/86		48.1	30,980	64	80	38,900	32,067	82	6,839	21,450	55
ST. JOHN'S TELEGRAM											
9/90	WEEKEND	50.1	37,631	75	65	57,862	43,398	75	14,464	24,482	42
9/89		50.2	37,745	75	66	57,064	43,191	76	13,873	24,517	43
9/88		49.7	36,559	74	67	54,793	41,562	76	13,231	23,978	44
9/87		50.1	36,142	72	66	54,353	43,627	80	10,726	23,955	44
9/86		48.1	35,966	75	66	54,440	43,695	80	10,745	24,182	44
ST. JOHN'S TELEGRAM											
9/90	SUN.	50.1	27,838	56	75	37,153	32,297	87	4,856	18,376	49
9/89		50.2	27,386	55	77	35,637	30,745	86	4,892	18,120	51
HALIFAX, NOVA SCOTIA											
HALIFAX CHRONICLE-HERALD, MAIL-STAR											
9/90	M/E(M-S)	109.6	64,831	59	45	144,767	119,617	83	24,655	70,635	49
9/89		109.4	74,059	68	50	148,119	120,934	82	27,185	135,524	91
9/88		108.0	74,716	69	51	146,696	119,553	81	26,693	134,412	92
9/87		106.3	72,354	68	51	140,880	111,743	79	28,694	60,184	43
9/86		106.3	72,007	68	52	138,598	108,538	78	29,664	59,876	43
HALIFAX NEWS											
9/90	M(M-F)	109.6	20,536	19	85	24,095	15,377	64	8,718	21,445	89
9/89	M(M-S)	109.4	19,384	18	83	23,388	13,385	57	10,003	20,149	86
9/88		108.0	19,783	18	86	22,993	13,410	58	9,583	20,002	87
9/87		106.3	19,353	18	90	21,445	12,248	57	9,197	19,559	91
9/86		106.3	18,269	17	92	19,965	10,975	55	8,990	18,455	92
HALIFAX NEWS											
9/90	SAT.	109.6	5,110	0	0	22,833	15,360	67	7,473	20,217	89
HALIFAX NEWS											
9/90	SUN.	109.6	26,054	24	79	33,063	19,500	59	13,563	27,169	82
9/89		109.4	21,763	20	78	27,982	15,015	54	12,967	22,598	81
SAINT JOHN, NEW BRUNSWICK											
SAINT JOHN TELEGRAPH-JOURNAL, TIMES-GLOBE											
9/90	M/E(M-F)	44.0	35,585	81	55	64,138	45,944	72	18,175	24,681	38
9/89		41.1	33,059	80	52	63,640	45,807	72	17,833	24,626	39
9/88		42.8	34,270	80	54	63,471	45,908	72	17,511	24,693	39
9/87		40.0	33,897	85	54	62,582	45,385	73	17,197	24,623	39
9/86		40.4	34,457	85	53	64,933	47,086	73	17,806	25,336	39
SAINT JOHN TELEGRAPH-JOURNAL, TIMES-GLOBE											
9/90	SAT.	44.0	32,084	73	52	62,074	43,078	69	18,995	21,480	35
9/89		41.1	30,488	74	50	60,959	42,749	70	18,210	21,335	35
9/88		42.8	30,755	72	51	60,623	43,012	71	17,611	21,590	36
9/87		40.0	30,316	76	50	60,365	42,991	71	17,374	21,722	36
9/86		40.4	31,264	77	50	62,803	45,055	72	17,748	22,534	36

* EXCLUDES SCHOOL COPIES

DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA									
		HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
CHICOUTIMI-JONQUIERE, QUEBEC											
CHICOUTIMI LE QUOTIDIEN (F)											
3/90	M(M-S)	57.6	18,603	32	57	32,914	30,345	92	2,569	10,260	31
3/89		54.3	18,380	34	57	32,066	29,995	94	2,071	9,988	31
3/88		53.3	19,192	36	57	33,437	30,916	92	2,511	10,505	31
3/87		43.9	18,295	42	57	32,090	29,613	92	2,477	10,045	31
3/86		44.9	17,896	40	58	30,918	28,565	92	2,353	9,714	31
MONTREAL, QUEBEC											
LE JOURNAL DE MONTREAL (F)											
3/90	M(M-F)	1,205.6	202,946	17	63	320,192	124,747	39	195,445	276,061	86
3/89		1,178.0	220,845	19	69	318,610	123,633	39	183,977	220,845	69
3/88		1,157.3	221,911	19	70	316,575	124,612	39	191,963	221,911	70
3/87		1,142.0	226,096	20	70	321,683	126,164	39	195,519	226,096	70
3/86		1,126.8	223,094	20	70	316,671	121,279	38	195,392	223,094	70
LE JOURNAL DE MONTREAL (F)											
3/90	SAT.	1,205.6	212,546	18	60	352,848	135,595	38	217,253	299,084	85
3/89		1,178.0	224,352	19	65	342,792	136,989	40	205,803	224,352	65
3/88		1,157.3	227,988	20	66	344,743	134,191	39	210,552	227,988	66
3/87		1,142.0	239,261	21	66	361,269	136,269	38	225,000	239,261	66
3/86		1,126.8	236,312	21	67	355,205	130,926	37	224,279	236,312	67
LE JOURNAL DE MONTREAL (F)											
3/90	SUN.	1,205.6	188,526	16	57	331,413	133,920	40	197,493	271,854	82
3/89		1,178.0	206,066	17	62	333,038	134,628	40	198,410	206,066	62
3/88		1,157.3	213,213	18	63	338,254	132,842	39	205,412	213,213	63
3/87		1,142.0	216,319	19	63	341,075	134,572	39	206,503	216,319	63
3/86		1,126.8	208,462	19	64	324,962	128,113	39	196,849	208,462	64
MONTREAL GAZETTE											
3/90	M(M-F)	1,205.6	156,913	13	88	177,979	122,507	69	54,951	146,207	82
3/89		1,178.0	160,383	14	89	179,873	125,261	70	54,612	148,186	82
3/88		1,157.3	169,932	15	89	190,747	131,030	69	59,157	157,108	82
3/87		1,142.0	174,274	15	89	196,309	130,770	67	65,147	160,973	82
3/86		1,126.8	175,146	16	89	197,108	130,840	66	65,918	161,865	82
MONTREAL GAZETTE											
3/90	SAT.	1,205.6	219,441	18	86	256,319	143,124	56	113,009	202,169	79
3/89		1,178.0	222,877	19	86	257,797	146,612	57	111,185	202,729	79
3/88		1,157.3	231,301	20	86	268,971	152,447	57	116,434	210,779	78
3/87		1,142.0	231,668	20	86	270,745	150,357	56	120,237	211,096	78
3/86		1,126.8	230,982	20	86	270,034	148,614	55	121,324	210,754	78
MONTREAL GAZETTE											
3/90	SUN.	1,205.6	142,443	12	89	160,398	125,211	78	35,112	131,290	82
3/89		1,178.0	150,603	13	91	166,366	134,750	81	31,616	137,039	82
3/88		1,157.3	176,207	15	90	196,453	155,416	79	41,002	161,174	82
MONTREAL LA PRESSE (F)											
3/90	M(M-F)	1,205.6	156,004	13	78	201,249	134,332	67	65,850	165,381	82
3/89		1,178.0	156,266	13	78	201,511	137,667	68	63,844	165,056	82
3/88		1,157.3	155,720	13	78	200,281	134,717	67	64,569	163,760	82
3/87		1,142.0	149,370	13	76	195,323	128,233	66	66,432	157,412	81
3/86		1,126.8	149,783	13	77	193,666	126,596	65	66,654	157,493	81

* EXCLUDES SCHOOL COPIES

DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA									
		HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
MONTREAL, QUEBEC											
MONTREAL LA PRESSE (F)											
3/90	SAT.	1,205.6	231,827	19	73	317,441	157,735	50	159,540	248,622	78
3/89		1,178.0	232,682	20	73	317,442	160,182	50	157,260	248,126	78
3/88		1,157.3	232,297	20	74	315,450	156,971	50	158,380	246,714	78
3/87		1,142.0	226,712	20	73	311,075	147,396	47	163,588	240,845	77
3/86		1,126.8	225,348	20	74	306,426	148,116	48	158,234	238,554	78
MONTREAL LA PRESSE (F)											
3/90	SUN.	1,205.6	139,981	12	75	185,646	137,906	74	47,646	149,502	81
3/89		1,178.0	140,660	12	76	184,958	139,541	75	45,417	149,179	81
3/88		1,157.3	126,147	11	76	165,113	123,261	75	41,836	133,070	81
3/87		1,142.0	113,567	10	74	153,462	112,784	73	40,673	119,988	78
3/86		1,126.8	106,119	9	75	141,646	102,992	73	38,646	112,126	79
MONTREAL LE DEVOIR (F)											
3/90	M(M-F)	1,205.6	15,530	1	61	25,500	13,211	52	12,289	17,102	67
3/89		1,178.0	16,676	1	60	27,634	14,378	52	13,256	16,676	60
3/88		1,157.3	17,121	1	60	28,744	14,892	52	13,852	17,121	60
3/87		1,142.0	17,086	1	58	29,261	16,396	56	12,865	17,086	58
3/86		1,126.8	19,200	2	60	31,874	16,841	53	15,033	19,200	60
MONTREAL LE DEVOIR (F)											
3/90	SAT.	1,205.6	16,603	1	55	30,050	13,992	47	16,058	18,964	63
3/89		1,178.0	17,770	2	56	31,596	14,822	47	16,774	17,770	56
3/88		1,157.3	18,336	2	57	32,201	15,018	47	17,183	18,336	57
3/87		1,142.0	18,576	2	56	33,266	16,490	50	16,776	18,576	56
3/86		1,126.8	20,847	2	59	35,560	17,471	49	18,089	20,847	59
QUEBEC, QUEBEC											
QUEBEC LE SOLEIL (F)											
3/90	M(M-F)	228.7	68,772	30	63	109,798	93,121	85	16,465	68,185	62
3/89		233.2	70,299	30	63	111,072	95,122	86	15,950	69,371	62
3/88		228.7	50,861	22	45	112,458	96,110	85	16,110	69,405	62
3/87		219.4	73,268	33	64	114,122	97,790	86	16,149	71,008	62
3/86		211.8	74,302	35	65	114,295	98,010	86	16,169	72,327	63
QUEBEC LE SOLEIL (F)											
3/90	SAT.	228.7	94,056	41	66	142,771	103,586	73	39,161	92,639	65
3/89		233.2	94,042	40	67	141,327	103,785	73	37,542	92,850	66
3/88		228.7	66,913	29	48	140,717	103,735	74	36,935	90,496	64
3/87		219.4	93,996	43	66	141,952	104,362	74	37,566	91,043	64
3/86		211.8	93,158	44	68	137,946	101,739	74	36,157	90,534	66
QUEBEC LE SOLEIL (F)											
3/90	SUN.	228.7	57,592	25	62	92,641	79,342	86	13,292	56,928	61
3/89		233.2	57,394	25	62	92,109	79,634	86	12,475	56,834	62
3/88		228.7	41,042	18	45	90,646	79,025	87	11,590	54,684	60
3/87		219.4	56,556	26	63	90,370	79,674	88	10,694	54,776	61
3/86		211.8	56,596	27	64	88,730	78,831	89	9,889	55,020	62
LE JOURNAL DE QUEBEC (F)											
3/90	M(M-F)	228.7	62,351	27	58	107,330	57,094	53	50,236	62,351	58
3/89		233.2	60,415	26	58	104,623	55,958	53	48,665	60,415	58
3/88		228.7	58,567	26	57	101,984	54,733	54	47,251	58,567	57
3/87		219.4	60,574	28	58	105,078	53,749	51	51,329	60,574	58
3/86		211.8	61,075	29	58	105,496	53,540	51	51,956	61,075	58

* EXCLUDES SCHOOL COPIES

DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA									
		HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
QUEBEC, QUEBEC											
LE JOURNAL DE QUEBEC (F)											
3/90	SAT.	228.7	62,306	27	57	109,297	59,412	54	49,885	62,306	57
3/89		233.2	60,267	26	57	106,069	57,797	54	48,272	60,267	57
3/88		228.7	58,427	26	56	103,560	56,734	55	46,826	58,427	56
3/87		219.4	60,880	28	56	108,566	56,370	52	52,196	60,880	56
3/86		211.8	61,210	29	57	108,062	55,635	51	52,427	61,210	57
LE JOURNAL DE QUEBEC (F)											
3/90	SUN.	228.7	55,867	24	57	97,532	55,189	57	42,343	55,867	57
3/89		233.2	53,814	23	57	94,553	53,772	57	40,781	53,814	57
3/88		228.7	51,698	23	56	91,549	52,061	57	39,488	51,698	56
3/87		219.4	52,643	24	56	93,469	50,800	54	42,669	52,643	56
3/86		211.8	51,796	24	58	89,919	48,169	54	41,750	51,796	58
SHERBROOKE, QUEBEC											
SHERBROOKE RECORD											
3/90	M(M-F)	53.7	1,965	4	32	6,090	5,069	83	1,021	1,748	29
3/89		52.5	1,777	3	29	6,102	5,056	83	1,046	1,777	29
3/88		50.9	2,020	4	33	6,096	4,853	80	1,243	1,818	30
3/87	E(M-F)	49.7	N/A			6,246	4,985	80	1,261	1,873	30
3/86		48.5	N/A			6,346	5,201	82	1,145	1,918	30
SHERBROOKE LA TRIBUNE (F)											
3/90	M(M-F)	53.7	22,318	42	56	39,564	36,815	93	2,666	20,434	52
3/89		52.5	22,905	44	56	40,678	38,218	94	2,460	20,850	51
3/88		50.9	22,905	45	56	41,060	38,427	94	2,564	21,055	51
3/87		49.7	N/A			40,983	38,423	94	2,507	20,916	51
3/86		48.5	N/A			39,948	37,404	94	2,544	20,490	51
SHERBROOKE LA TRIBUNE (F)											
3/90	SAT.	53.7	27,195	51	59	46,121	36,939	80	9,182	24,873	54
3/89		52.5	27,443	52	59	46,579	38,115	82	8,464	24,882	53
3/88		50.9	27,214	53	58	46,595	38,372	82	8,223	24,923	53
3/87		49.7	N/A			46,150	38,412	83	7,738	24,558	53
3/86		48.5	N/A			44,771	37,363	83	7,408	23,846	53
TROIS-RIVIERES, QUEBEC											
TROIS RIVIERES LE NOUVELLISTE (F)											
3/90	M(M-S)	52.9	24,733	47	44	56,240	54,735	97	1,505	43,239	77
3/89		51.4	24,717	48	44	56,433	55,015	97	1,418	43,264	77
3/88		50.0	24,369	49	43	56,081	54,738	98	1,343	42,797	76
3/87		43.2	24,304	56	44	55,514	54,243	98	1,271	42,232	76
3/86		42.7	22,223	52	41	53,872	52,741	98	1,131	40,952	76
HAMILTON, ONTARIO											
HAMILTON SPECTATOR (INCLUDES BURLINGTON)											
12/90	E(M-S)	215.4	124,761	58	90	138,819	108,963	78	29,443	124,761	90
12/89		209.3	127,199	61	91	139,728	111,678	80	28,050	110,029	79
12/88		207.3	127,199	61	90	141,446	113,216	80	27,594	111,938	79
12/87		204.7	127,579	62	90	141,712	112,242	79	29,143	112,683	80
12/86		210.4	126,545	60	90	140,600	111,424	79	28,820	112,384	80

* EXCLUDES SCHOOL COPIES

DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA									
		HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
KITCHENER, ONTARIO											
KITCHENER-WATERLOO RECORD											
12/90	E(M-S)	122.4	63,133	52	78	80,812	69,102	86	11,710	52,759	65
12/89		118.0	60,160	51	74	81,127	68,505	84	12,622	52,966	65
12/88		115.7	60,160	52	77	78,468	65,656	84	12,812	50,957	65
12/87		113.1	59,794	53	77	77,997	65,579	84	12,418	50,332	65
12/86		111.7	60,426	54	77	78,209	66,243	85	11,966	50,750	65
CAMBRIDGE REPORTER											
12/90	E(M-S)	122.4	14,009	11	94	14,947	12,904	86	2,039	13,624	91
12/89		118.0	13,622	12	95	14,374	12,548	87	1,826	13,234	92
12/88		115.7	13,622	12	98	13,845	12,339	89	1,506	12,950	94
12/87		113.1	13,330	12	98	13,596	12,051	89	1,545	12,704	93
12/86		111.7	13,438	12	98	13,704	12,251	89	1,453	12,772	93
LONDON, ONTARIO											
LONDON FREE PRESS											
9/90	M(M-S)	139.0	75,346	54	60	124,879	95,521	76	28,989	65,353	52
9/89		136.1	84,799	62	68	125,035	95,280	76	29,755	65,642	52
9/88		134.4	75,017	56	59	127,803	97,663	76	29,759	66,164	52
9/87		117.2	70,903	60	55	128,816	97,340	76	31,258	66,265	51
9/86		119.0	71,333	60	56	127,827	96,687	76	30,927	65,397	51
ST. THOMAS TIMES-JOURNAL											
12/90	E(M-S)	139.0	9,014	6	88	10,223	9,179	90	1,044	7,330	72
12/89		136.1	8,818	6	88	10,009	8,998	90	1,011	7,113	71
12/88		134.4	8,504	6	88	9,637	8,656	90	981	6,859	71
12/87		117.2	8,481	7	88	9,633	8,673	90	960	6,814	71
12/86		119.0	8,723	7	89	9,790	8,848	90	942	6,957	71
[illegible]AWA, ONTARIO											
SHAWA TIMES											
12/90	E(M-S)	78.1	18,520	24	89	20,892	14,337	69	6,555	15,902	76
12/89		73.1	19,806	27	94	21,170	15,166	72	6,004	18,387	87
12/88		71.6	19,806	28	90	22,112	16,606	75	5,506	19,806	90
12/87		59.2	20,246	34	90	22,503	16,173	72	6,330	20,246	90
12/86		61.9	20,170	33	90	22,370	16,942	76	5,428	20,170	90
OTTAWA-HULL, ONTARIO-QUEBEC											
OTTAWA CITIZEN											
3/90	ALL DAY	332.6	148,991	45	80	185,094	139,558	75	45,328	148,991	80
3/89	(M-F)	329.0	154,949	47	81	191,199	142,974	75	48,225	154,949	81
3/88		320.5	149,888	47	79	190,181	137,632	72	52,392	149,888	79
3/87		299.3	146,489	49	79	186,605	134,405	72	52,098	146,489	79
3/86		296.6	147,440	50	79	187,606	135,802	72	51,804	147,440	79
OTTAWA CITIZEN											
3/90	SAT.	332.6	189,389	57	79	239,518	140,831	59	97,956	189,389	79
3/89		329.0	193,509	59	79	244,075	144,727	59	99,348	193,509	79
3/88		320.5	189,155	59	77	245,679	140,174	57	105,505	189,155	77
3/87		299.3	185,658	62	77	241,908	137,648	57	104,260	185,658	77
3/86		296.6	N/A			241,046	140,188	58	100,858	184,636	77

* EXCLUDES SCHOOL COPIES

DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
OTTAWA-HULL, ONTARIO-QUEBEC											
OTTAWA CITIZEN											
3/90	SUN.	332.6	127,414	38	79	161,073	139,141	86	21,199	127,414	79
3/89		329.0	133,209	40	80	167,492	146,783	88	20,709	133,209	80
OTTAWA LE DROIT (F)											
3/90	ALL DAY	332.6	25,786	8	73	35,424	29,851	84	5,573	28,303	80
3/89	(M-F)	329.0	25,294	8	75	33,566	28,152	84	5,414	27,629	82
3/88		320.5	27,848	9	75	37,095	31,732	86	5,363	30,522	82
3/87	E(M-F)	299.3	29,601	10	76	38,769	33,138	85	5,631	32,283	83
3/86		296.6	30,374	10	75	40,497	34,648	86	5,849	27,116	67
OTTAWA LE DROIT (F)											
3/90	SAT.	332.6	29,992	9	73	40,956	29,933	73	11,023	32,987	81
3/89		329.0	29,534	9	76	38,885	28,266	73	10,619	32,169	83
3/88		320.5	32,168	10	76	42,585	31,808	75	10,777	35,203	83
3/87		299.3	N/A			44,247	33,128	75	11,119	36,805	83
3/86		296.6	N/A			46,189	34,722	75	11,467	31,146	67
OTTAWA SUN											
3/90	ALL DAY	332.6	28,895	9	95	30,505	12,562	41	17,943	27,376	90
3/89		329.0	18,255	6	92	19,848	5,308	27	14,540	17,329	87
OTTAWA SUN											
3/90	SUN.	332.6	30,595	9	88	34,584	15,940	46	18,644	28,788	83
3/89		329.0	20,837	6	84	24,942	6,873	28	18,069	19,784	79
ST. CATHARINES-NIAGARA, ONTARIO											
ST. CATHARINES STANDARD											
12/90	E(M-S)	133.2	41,113	31	95	43,383	34,198	79	9,161	34,532	80
12/89		129.3	41,066	32	94	43,517	34,557	79	8,960	34,780	80
12/88		126.2	41,066	33	95	43,280	33,934	78	9,297	34,676	80
12/87		111.2	40,906	37	94	43,308	34,281	79	9,022	34,816	80
12/86		113.2	40,179	35	95	42,388	33,178	78	9,202	33,860	80
NIAGARA FALLS REVIEW											
12/90	E(M-S)	133.2	19,429	15	84	23,038	19,479	85	3,559	19,208	83
12/89		129.3	21,944	17	0	22,049	18,430	84	3,619	18,391	83
12/88		126.2	21,587	17	0	21,675	18,276	84	3,399	18,090	83
12/87		111.2	18,173	16	84	21,554	18,172	84	3,382	17,902	83
12/86		113.2	17,845	16	85	21,094	17,846	85	3,248	17,547	83
WELLAND TRIBUNE											
12/90	E(M-S)	133.2	17,293	13	97	17,914	15,390	86	2,519	11,108	62
12/89		129.3	16,970	13	97	17,489	14,838	85	2,651	15,007	86
12/88		126.2	16,536	13	97	17,028	14,709	86	2,319	14,489	85
12/87		111.2	16,465	15	96	17,110	14,761	86	2,349	14,424	84
12/86		113.2	16,113	14	96	16,780	13,265	79	3,515	13,980	83
SUDBURY, ONTARIO											
SUDBURY STAR											
3/90	E(M-S)	55.1	25,381	46	87	29,259	22,428	77	6,817	26,246	90
3/89		53.2	24,954	47	86	28,869	22,484	78	6,385	25,836	89
3/88		53.0	24,381	46	86	28,406	22,263	78	6,143	25,219	89
3/87		47.8	23,697	50	86	27,608	22,103	80	5,505	24,547	89
3/86		50.4	23,039	46	85	27,222	22,461	83	4,761	23,906	88

* EXCLUDES SCHOOL COPIES

DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
THUNDER BAY, ONTARIO											
THUNDER BAY CHRONICLE-JOURNAL, TIMES-NEWS											
6/90	M/E(M-F)	46.1	32,339	70	83	39,024	26,692	68	12,332	32,135	82
6/89	M/E(M-S)	45.1	32,117	71	84	38,351	25,432	66	12,919	31,920	83
6/88		44.8	32,575	73	83	39,383	26,825	68	12,558	32,397	82
6/87		43.6	31,776	73	82	38,528	26,550	69	11,978	31,597	82
6/86		45.5	30,525	67	82	37,324	25,251	68	12,073	30,181	81
THUNDER BAY CHRONICLE-JOURNAL, TIMES-NEWS											
6/90	SAT.	46.1	5,110	0	0	39,417	26,667	68	12,750	32,167	82
THUNDER BAY CHRONICLE-JOURNAL, TIMES-NEWS											
6/90	SUN.	46.1	28,806	62	82	35,023	27,303	78	7,720	28,592	82
TORONTO, ONTARIO											
TORONTO STAR											
9/90	ALL DAY	1,293.2	382,456	30	74	516,251	322,120	62	190,960	408,093	79
9/89	(M-F)	1,287.7	381,175	30	72	525,887	321,645	61	204,242	413,747	79
9/88		1,262.4	383,326	30	74	520,134	307,523	59	208,597	466,965	90
9/87		1,197.9	374,764	31	72	521,799	293,165	56	226,562	468,186	90
9/86		1,182.0	376,377	32	72	523,218	288,186	55	233,037	466,336	89
TORONTO STAR											
9/90	SAT.	1,293.2	544,461	42	70	777,039	429,307	55	347,683	588,634	76
9/89		1,287.7	552,700	43	69	795,705	434,301	55	361,404	599,596	75
9/88		1,262.4	547,860	43	69	796,475	441,053	55	354,976	706,200	89
9/87		1,197.9	544,137	45	69	793,995	440,086	55	353,868	704,019	89
9/86		1,182.0	554,549	47	69	808,859	447,017	55	361,814	719,767	89
TORONTO STAR											
9/90	SUN.	1,293.2	342,795	27	64	533,039	356,135	67	176,818	368,031	69
9/89		1,287.7	328,332	25	63	522,412	341,979	65	180,433	353,629	68
9/88		1,262.4	319,692	25	61	522,927	336,864	64	185,568	416,913	80
9/87		1,197.9	314,325	26	60	527,003	333,633	63	193,265	416,480	79
9/86		1,182.0	311,957	26	75	418,191	327,860	78	202,651	530,565	27
TORONTO SUN											
9/90	M(M-F)	1,293.2	221,547	17	78	284,818	976	0	283,842	246,732	87
9/89		1,287.7	225,017	17	77	293,737	965	0	292,772	250,507	85
9/88		1,262.4	231,135	18	79	290,807	930	0	289,877	248,705	86
9/87		1,197.9	239,265	20	80	297,547	116	0	297,431	262,989	88
9/86		1,182.0	237,295	20	84	281,918	146	0	281,772	254,355	90
TORONTO SUN											
9/90	SAT.	1,293.2	138,726	11	72	192,676	976	1	191,700	156,798	81
9/89		1,287.7	143,226	11	71	200,577	964	0	199,613	161,446	80
9/88		1,262.4	133,441	11	72	185,695	930	1	184,765	145,303	78
9/87		1,197.9	124,004	10	72	172,331	95	0	172,236	137,286	80
TORONTO SUN											
9/90	SUN.	1,293.2	338,890	26	73	465,727	251,283	54	214,444	392,599	84
9/89		1,287.7	334,284	26	72	462,695	249,083	54	213,612	384,830	83
9/88		1,262.4	340,179	27	75	456,065	250,412	55	205,653	374,363	82
9/87		1,197.9	342,161	29	74	459,952	255,113	55	204,839	384,583	84
9/86		1,182.0	353,802	30	77	458,752	253,356	55	205,396	386,354	84

* EXCLUDES SCHOOL COPIES

DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A.- PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA									
		HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
WINDSOR, ONTARIO											
WINDSOR STAR											
3/90	E(M-S)	100.5	70,598	70	82	85,631	72,049	84	13,343	63,310	74
3/89		95.3	71,501	75	83	86,224	72,860	85	13,364	64,086	74
3/88		[illegible]	72,269	76	83	87,275	75,026	86	12,249	64,878	74
3/87		[illegible]	72,327	81	83	87,641	74,285	85	13,170	65,172	74
3/86		[illegible]	71,213	80	82	86,598	72,736	84	13,695	64,206	74
WINNIPEG, MANITOBA											
WINNIPEG FREE PRESS											
3/90	E(M-F)	245.8	134,909	55	79	170,067	125,658	74	44,409	132,584	78
3/89		245.5	133,218	54	80	166,610	116,760	70	49,850	131,227	79
3/88		243.6	135,095	55	80	168,634	99,199	59	69,435	133,075	79
3/87		241.0	136,697	57	80	171,214	N/A		N/A	134,612	79
3/86		247.5	138,628	56	79	174,686	N/A		N/A	136,576	78
WINNIPEG FREE PRESS											
3/90	SAT.	245.8	174,126	71	74	234,163	159,719	68	74,444	170,450	73
3/89		245.5	172,421	70	74	232,651	142,072	61	90,579	169,047	73
3/88		243.6	170,944	70	74	230,778	114,478	50	116,300	167,726	73
3/87		241.0	171,817	71	74	232,574	N/A		N/A	168,713	73
3/86		247.5	175,891	71	74	238,704	N/A		N/A	172,550	72
WINNIPEG FREE PRESS											
3/90	SUN.	245.8	118,787	48	79	150,120	123,518	82	26,602	116,564	78
3/89		245.5	116,720	48	80	145,616	114,350	79	31,266	114,825	79
3/88		243.6	116,704	48	81	144,631	99,089	69	45,542	114,818	79
3/87		241.0	119,288	49	80	148,345	N/A		N/A	117,334	79
3/86		247.5	120,911	49	80	151,116	N/A		N/A	118,822	79
WINNIPEG SUN											
3/90	M(M-F)	245.8	42,819	17	89	48,308	15,365	32	32,943	42,489	88
3/89		245.5	44,352	18	88	50,162	17,110	34	33,052	44,102	88
3/88		243.6	42,449	17	89	47,956	17,539	37	30,417	42,032	88
3/87		241.0	39,842	17	88	45,469	16,323	36	29,146	39,607	87
3/86		247.5	38,120	15	90	42,545	16,364	38	26,181	37,792	89
WINNIPEG SUN											
3/90	SUN.	245.8	48,203	20	87	55,160	21,566	39	33,594	47,673	86
3/89		245.5	50,631	21	88	57,845	26,989	47	30,856	50,167	87
3/88		243.6	52,151	21	88	59,012	28,854	49	30,158	51,537	87
3/87		241.0	48,093	20	88	54,661	26,502	48	28,159	47,657	87
3/86		247.5	46,434	19	90	51,775	27,037	52	24,738	46,046	89
REGINA, SASKATCHEWAN											
REGINA LEADER POST											
3/90	E(M-S)	71.4	46,153	65	64	71,872	59,449	83	12,204	46,105	64
3/89		70.9	46,484	66	64	72,762	60,117	83	12,645	46,434	64
3/88		70.3	46,778	67	64	73,050	58,912	81	14,138	46,728	64
3/87		65.9	45,993	70	64	71,663	58,270	81	13,393	45,945	64
3/86		65.6	45,689	70	64	71,407	58,159	81	13,248	45,649	64

* EXCLUDES SCHOOL COPIES

DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA									
		HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
SASKATOON, SASKATCHEWAN											
SASKATOON STAR PHOENIX											
3/90	ALL DAY	79.6	44,034	55	67	65,673	51,420	78	13,900	44,034	67
3/89	(M-S)	80.7	44,412	55	68	65,171	51,032	78	14,139	44,081	68
3/88		79.4	43,948	55	68	64,175	49,691	77	14,179	43,616	68
3/87	E(M-S)	70.4	42,284	60	68	61,755	48,293	78	13,269	42,284	68
3/86		69.0	42,672	62	70	60,980	48,131	79	12,618	42,403	70
CALGARY, ALBERTA											
CALGARY HERALD											
6/90	M(M-TH,S)	266.3	113,898	43	87	131,206	105,445	80	25,648	113,898	87
6/89		260.9	116,883	45	88	133,314	107,744	81	25,570	115,472	87
6/88		259.3	118,082	46	87	135,453	109,658	81	25,537	116,745	86
6/87		242.5	115,246	48	86	133,631	107,269	80	26,283	115,246	86
6/86		240.5	115,628	48	86	134,172	104,331	78	29,721	115,628	86
CALGARY HERALD											
6/90	FRI.	266.3	145,026	54	86	167,931	105,376	63	62,512	145,026	86
6/89		260.9	N/A			172,671	107,448	62	65,223	148,485	86
6/88		259.3	N/A			175,609	109,674	62	65,854	150,094	85
6/87		242.5	N/A			175,560	107,229	61	68,323	150,106	86
6/86		240.5	N/A			179,474	105,842	59	73,619	153,367	85
CALGARY HERALD											
6/90	SUN.	266.3	103,957	39	87	119,585	101,410	85	17,991	103,957	87
6/89		260.9	106,685	41	88	121,467	103,314	85	18,153	105,361	87
6/88		259.3	106,148	41	87	121,321	103,103	85	17,924	104,946	87
6/87		242.5	103,102	43	87	118,519	101,123	85	17,383	103,102	87
6/86		240.5	98,282	41	87	112,801	94,479	84	18,318	98,282	87
CALGARY SUN											
6/90	M(M-F)	266.3	59,103	22	81	72,672	28,790	40	43,882	59,103	81
6/89		260.9	58,727	23	81	72,244	27,680	38	44,564	58,668	81
6/88		259.3	59,110	23	82	71,914	26,450	37	45,464	59,053	82
6/87		242.5	63,337	26	83	76,020	25,460	33	50,560	63,337	83
6/86		240.5	61,574	26	84	72,912	22,963	31	49,949	61,574	84
CALGARY SUN											
6/90	SUN.	266.3	80,613	30	81	99,959	40,198	40	59,761	80,613	81
6/89		260.9	78,788	30	80	98,427	38,367	39	60,060	78,664	80
6/88		259.3	76,964	30	81	95,305	34,905	37	60,400	76,877	81
6/87		242.5	76,594	32	81	94,124	37,005	39	57,119	76,594	81
6/86		240.5	70,503	29	81	86,678	33,453	39	53,225	70,503	81
EDMONTON, ALBERTA											
EDMONTON JOURNAL											
6/90	M(M-TH,S)	304.0	122,987	40	76	162,121	134,359	83	27,549	117,125	72
6/89		293.8	117,917	40	75	156,722	127,142	81	29,580	112,314	72
6/88		293.3	121,886	42	75	162,115	125,330	77	36,558	115,832	71
6/87		264.2	126,570	48	75	167,938	128,371	76	39,215	120,240	72
6/86		251.0	128,244	51	75	170,957	130,918	77	39,564	122,300	72

* EXCLUDES SCHOOL COPIES

DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA									
		HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
EDMONTON, ALBERTA											
EDMONTON JOURNAL											
6/90	FRI.	304.0	145,315	48	74	197,357	137,853	70	59,256	137,938	70
6/89		293.8	137,972	47	73	188,858	127,394	67	61,464	130,949	69
6/88		293.3	144,341	49	73	198,085	125,392	63	72,505	136,497	69
6/87		264.2	148,876	56	73	204,477	128,539	63	75,490	140,313	69
6/86		251.0	149,682	60	72	209,340	131,296	63	77,960	141,896	68
EDMONTON JOURNAL											
6/90	SUN.	304.0	116,722	38	77	151,658	134,021	88	17,282	111,181	73
6/89		293.8	110,197	38	76	144,236	126,153	87	18,083	105,053	73
6/88		293.3	111,331	38	77	145,451	124,613	86	20,812	105,781	73
6/87		264.2	114,229	43	77	148,844	127,628	86	21,183	108,700	73
6/86		251.0	116,066	46	77	150,773	130,218	86	20,555	110,844	74
EDMONTON SUN											
6/90	M(M-F)	304.0	62,233	20	73	85,357	41,320	48	44,037	66,888	78
6/89		293.8	70,820	24	75	94,013	40,255	43	53,758	75,892	81
6/88		293.3	71,365	24	77	92,561	36,277	39	56,284	76,184	82
6/87		264.2	68,417	26	79	86,901	N/A		N/A	73,333	84
6/86		251.0	65,999	26	78	84,145	N/A		N/A	71,366	85
EDMONTON SUN											
6/90	SUN.	304.0	95,144	31	75	126,543	62,975	50	63,568	102,054	81
6/89		293.8	100,601	34	77	130,266	63,448	49	66,818	107,878	83
6/88		293.3	102,040	35	78	130,362	59,540	46	70,822	109,348	84
6/87		264.2	97,143	37	80	121,753	N/A		N/A	104,192	86
6/86		251.0	90,676	36	79	115,206	N/A		N/A	98,244	85
VANCOUVER. BRITISH COLUMBIA											
VANCOUVER PROVINCE											
9/90	M(M-F)	605.6	133,661	22	73	183,012	106,355	58	76,566	82,266	45
9/89		580.9	132,665	23	72	183,027	108,994	60	74,033	83,132	45
9/88		557.8	132,665	24	74	180,415	109,420	61	70,909	83,827	46
9/87		552.1	130,657	24	75	175,347	102,892	59	72,358	84,743	48
9/86		530.5	129,417	24	75	172,959	97,933	57	74,916	86,705	50
VANCOUVER PROVINCE											
9/90	SUN.	605.6	161,894	27	71	226,442	128,697	57	97,709	97,449	43
9/89		580.9	160,237	28	72	223,681	130,208	58	93,473	97,747	44
9/88		557.8	160,237	29	72	223,258	131,222	59	92,034	99,293	44
9/87		552.1	158,988	29	73	218,695	127,483	58	91,212	100,870	46
9/86		530.5	160,424	30	73	219,279	126,906	58	92,354	104,464	48
VANCOUVER SUN											
9/90	E(M-TH)	605.6	172,065	28	85	201,894	148,535	74	52,895	119,185	59
9/89		580.9	189,593	33	88	216,528	157,850	73	58,678	129,631	60
9/88		557.8	189,593	34	85	222,401	158,315	71	63,809	133,902	60
9/87		552.1	193,229	35	85	226,762	160,103	71	66,469	136,981	60
9/86		530.5	198,438	37	85	232,908	160,242	69	72,463	141,012	61
VANCOUVER SUN											
9/90	FRI.	605.6	226,947	37	85	267,116	172,611	65	94,414	156,905	59
9/89		580.9	N/A			274,850	176,757	64	98,093	163,678	60
9/88		557.8	N/A			272,313	172,607	63	99,617	163,262	60
9/87		552.1	N/A			272,408	172,451	63	99,874	163,544	60
9/86		530.5	N/A			280,288	173,310	62	106,943	168,482	60

* EXCLUDES SCHOOL COPIES

DAILY NEWSPAPERS - FIVE YEAR TREND

C.M.A. PUBLICATION AUDIT PERIOD	EDITION	CENSUS METROPOLITAN AREA									
		HSLDS. (000)	CIRC.	RATIO CIRC/ HSLDS.	% OF TOTAL CIRC.	TOTAL CIRC.	SUBSCR. CARRIER /MAIL*	% OF TOTAL CIRC.	SINGLE COPY SALES	CZ OR NDM CIRC.	% OF TOTAL CIRC.
VANCOUVER, BRITISH COLUMBIA											
VANCOUVER SUN											
9/90	SAT.	605.6	202,404	33	75	270,521	170,234	63	100,135	150,642	56
9/89		580.9	N/A			279,276	175,670	63	103,606	157,204	56
9/88		557.8	N/A			276,734	172,147	62	104,496	156,417	57
9/87		552.1	N/A			277,328	172,737	62	104,533	157,404	57
9/86		530.5	N/A			282,967	173,094	61	109,830	161,500	57
VICTORIA, BRITISH COLUMBIA											
VICTORIA TIMES-COLONIST											
9/90	M(M-S)	118.1	64,320	54	81	79,634	63,538	80	16,096	58,570	74
9/89		114.0	66,594	58	81	82,086	66,541	81	15,545	60,169	73
9/88		110.0	65,452	60	81	80,572	65,231	81	15,341	59,263	74
9/87	ALL DAY	110.0	64,560	59	82	78,561	62,487	80	16,074	58,499	74
9/86	(M-S)	105.4	63,600	60	82	77,562	62,962	81	14,600	63,600	82
VICTORIA TIMES-COLONIST											
9/90	SUN.	118.1	61,701	52	80	77,079	63,506	82	13,573	56,295	73
9/89		114.0	64,083	56	81	79,514	66,544	84	12,970	57,914	73
9/88		110.0	63,033	57	81	78,031	65,127	83	12,904	56,993	73
9/87		110.0	62,130	56	82	76,076	62,351	82	13,716	56,258	74
9/86		105.4	61,350	56	81	75,362	63,933	85	12,429	61,350	81

* EXCLUDES SCHOOL COPIES

All ABC members have computer access to more than 1,600 U.S. and Canadian newspapers' circulation data through ABC's

DATA BANK.

The Data Bank is the single source supplier of applications programs, custom reports and stock diskettes containing audited circulation data.

Call ABC's **DATA BANK** today at **(708) 605-0909** to get the circulation data you need in the computer formats you want.

Audit Bureau of Circulations

Part I

SECTION E

Daily Newspaper Circulation
Ranking by Circulation Size

The first table in this section ranks daily newspapers by total circulation for each edition. The second table ranks Sunday editions by total circulation.

ABC DAILY NEWSPAPERS
RANKED BY CIRCULATION SIZE

NEWSPAPER	AUDIT PERIOD	EDITIONS	CIRCULATION			
			MON TO SAT	RANK	MON TO FRI	FRI/SAT
TORONTO STAR	9/90	ALL DAY		1	516,251	777,309
LE JOURNAL DE MONTREAL (F)	3/90	MORN		2	320,192	352,848
TORONTO SUN	9/90	MORN		3	284,818	192,676
VANCOUVER SUN	9/90	EVE		4	201,894(A)	267,116(A) 270,521(A)
MONTREAL LA PRESSE (F)	3/90	MORN		5	201,249	317,441
OTTAWA CITIZEN	3/90	ALL DAY		6	185,094	239,518
VANCOUVER PROVINCE	9/90	MORN		7	183,012	
MONTREAL GAZETTE	3/90	MORN		8	177,979	256,319
WINNIPEG FREE PRESS	3/90	EVE		9	170,067	234,163
EDMONTON JOURNAL	6/90	MORN		10	162,121(B)	197,357(B)
HALIFAX CHRONICLE-HERALD, MAIL-STAR	9/90	MORN/EVE	144,767	11		
HALIFAX CHRONICLE HERALD	9/90	MORN	(87,933)			
HALIFAX MAIL-STAR	9/90	EVE	(56,834)			
HAMILTON SPECTATOR (INCL. BURLINGTON)	12/90	EVE	138,819	12		
HAMILTON SPECTATOR	12/90	EVE	(116,187)			
BURLINGTON SPECTATOR	12/90	EVE	(22,632)			
CALGARY HERALD	6/90	MORN		13	131,206(C)	167,931(C)
LONDON FREE PRESS	9/90	MORN	124,879	14		
QUEBEC LE SOLEIL (F)	3/90	MORN		15	109,798	142,771
LE JOURNAL DE QUEBEC (F)	3/90	MORN		16	107,330	109,297
WINDSOR STAR	3/90	EVE	85,631	17		
EDMONTON SUN	6/90	MORN		18	85,357	
KITCHENER-WATERLOO RECORD	12/90	EVE	80,812	19		
VICTORIA TIMES-COLONIST	9/90	MORN	79,634	20		
CALGARY SUN	6/90	MORN		21	72,672	
REGINA LEADER-POST	3/90	EVE	71,872	22		
SASKATOON STAR PHOENIX	3/90	ALL DAY	65,673	23		
SAINT JOHN TELEGRAPH-JOURNAL, TIMES-GLOBE	9/90	MORN/EVE		24	64,138	62,074
SAINT JOHN TELEGRAPH-JOURNAL	9/90	MORN			(30,368)	(62,074)
SAINT JOHN TIMES-GLOBE	9/90	EVE			(33,170)	
TROIS RIVIERES LE NOUVELLISTE (F)	3/90	MORN	56,240	25		
WINNIPEG SUN	3/90	MORN		26	48,308	
MONCTON TIMES-TRANSCRIPT	9/90	EVE		27	43,563	
ST. CATHARINES STANDARD	12/90	EVE	43,383	28		
ST. JOHN'S TELEGRAM	9/90	EVE		29	39,754(D)	57,862(D)
SHERBROOKE LA TRIBUNE (F)	3/90	MORN		30	39,564	46,121
THUNDER BAY TIMES-NEWS, CHRONICLE JOURNAL	6/90	MORN/EVE		31	39,024	39,417
THUNDER BAY TIMES-NEWS	6/90	MORN			(8,663)	(39,417)
THUNDER BAY CHRONICLE-JOURNAL	6/90	EVE			(30,361)	
KINGSTON WHIG-STANDARD	12/90	EVE	35,509	32		
OTTAWA LE DROIT (F)	3/90	ALL DAY		33	35,424	40,956
CHICOUTIMI LE QUOTIDIEN	3/90	MORN	32,914	34		
BRANTFORD EXPOSITOR	12/90	EVE	32,423	35		
SYDNEY CAPE BRETON POST	9/90	MORN	31,748	36		
OTTAWA SUN	3/90	ALL DAY		37	30,505	
FREDERICTON GLEANER	9/90	EVE	29,986	38		

ABC DAILY NEWSPAPERS
RANKED BY CIRCULATION SIZE

	AUDIT		CIRCULATION			
NEWSPAPER	PERIOD	EDITIONS	MON TO SAT	RANK	MON TO FRI	FRI/SAT
SUDBURY STAR	3/90	EVE	29,259	39		
PETERBOROUGH EXAMINER	12/90	EVE	28,022	40		
SAULT STE. MARIE SAULT STAR	3/90	EVE	27,152	41		
MONTREAL LE DEVOIR	3/90	MORN		42	25,500	30,050
LETHBRIDGE HERALD	6/90	EVE	25,375	43		
CHARLOTTETOWN GUARDIAN, PATRIOT	9/90	MORN/EVE	24,914	44		
CHARLOTTETOWN GUARDIAN	9/90	MORN	(19,436)			
CHARLOTTETOWN PATRIOT	9/90	EVE	(5,478)			
SARNIA OBSERVER	9/90	EVE	24,212	45		
HALIFAX NEWS	9/90	MORN		46	24,095	22,833
OWEN SOUND SUN TIMES	3/90	EVE	24,051	47		
NORTH BAY NUGGET	3/90	EVE	24,015	48		
NIAGARA FALLS REVIEW	12/90	EVE	23,038	49		
RED DEER ADVOCATE	6/90	EVE	22,818	50		
PRINCE GEORGE CITIZEN	9/90	EVE	22,006	51		
OSHAWA TIMES	12/90	EVE	20,892	52		
GUELPH MERCURY	12/90	EVE	19,424	53		
KELOWNA COURIER	12/90	EVE	19,103	54		
KAMLOOPS NEWS	12/90	EVE	19,086	55		
BELLEVILLE INTELLIGENCER	3/90	EVE	19,003	56		
BRANDON SUN	6/90	EVE	18,789	57		
CORNWALL STANDARD-FREEHOLDER	9/90	EVE	18,371	58		
WELLAND TRIBUNE	12/90	EVE	17,914	59		
BROCKVILLE RECORDER AND TIMES	3/90	EVE	16,330	60		
CHATHAM NEWS	12/90	EVE	16,222	61		
GRANBY LA VOIX DE L'EST (F)	3/90	MORN		62	15,748	19,090
CAMBRIDGE REPORTER	12/90	EVE	14,947	63		
CARAQUET L'ACADIE NOUVELLE (F)	9/90	MORN		64	14,496	
BARRIE EXAMINER	3/90	EVE	14,258	65		
MEDICINE HAT NEWS	3/90	EVE	14,088	66		
STRATFORD BEACON-HERALD	12/90	EVE	13,788	67		
TIMMINS PRESS	3/90	EVE	13,049	68		
NEW GLASGOW NEWS	9/90	EVE	11,678	69		
SUMMERSIDE JOURNAL-PIONEER	9/90	EVE	11,327	70		
CORNER BROOK WESTERN STAR	9/90	EVE	11,238	71		
ORILLIA PACKET & TIMES	6/90	EVE	11,019	72		
NANAIMO FREE PRESS	12/90	EVE	10,969	73		
WOODSTOCK SENTINEL-REVIEW	12/90	EVE	10,820	74		
SIMCOE REFORMER	3/90	EVE		75	10,235	
ST. THOMAS TIMES-JOURNAL	12/90	EVE	10,223	76		
PRINCE ALBERT HERALD	3/90	EVE	9,487	77		
TRURO NEWS	9/90	EVE	9,471	78		
MOOSE JAW TIMES-HERALD	3/90	EVE	9,364	79		
PENTICTON HERALD	12/90	EVE	8,789	80		
GRANDE PRAIRIE HERALD-TRIBUNE	9/90	EVE		81	8,404(E)	11,607(E)

ABC DAILY NEWSPAPERS
RANKED BY CIRCULATION SIZE

NEWSPAPER	AUDIT PERIOD	EDITIONS	CIRCULATION			
			MON TO SAT	RANK	MON TO FRI	FRI/SAT
VERNON NEWS	12/90	EVE	8,314	82		
PEMBROKE OBSERVER	9/90	EVE	7,405	83		
PORT ALBERNI VALLEY TIMES	9/89	EVE	6,819	84		
SHERBROOKE RECORD	3/90	MORN	6,090	85		
LINDSAY POST	3/90	EVE		86	6,008	
FORT MCMURRAY TODAY	6/90	EVE		87	5,968(G)	7,865(G)
KIRKLAND LAKE NORTHERN NEWS	3/90	EVE	5,874	88		
COBOURG STAR	6/90	EVE		89	5,870	
TRAIL TIMES	9/89	EVE		90	5,831	
KENORA MINER AND NEWS	9/90	EVE		91	5,135	
NELSON NEWS	9/90	EVE		92	4,703	
PORTAGE LA PRAIRIE GRAPHIC	6/90	EVE	4,533	93		
CRANBROOK TOWNSMAN	3/89	EVE		94	4,075	
AMHERST NEWS	9/90	MORN		95	3,882	6,680
WHITEHORSE STAR	6/89	EVE		96	3,852(H)	4,992(H)
PRINCE RUPERT NEWS	9/90	EVE		97	3,712	
PORT HOPE GUIDE	6/90	EVE		98	3,578	
FORT ST. JOHN ALASKA HIGHWAY NEWS	9/90	EVE		99	2,989	

NOTES:

(A) VANCOUVER SUN IS PUBLISHED EVENING (MONDAY TO SATURDAY). AVERAGES REPORTED ARE: MONDAY TO THURSDAY; FRIDAY; SATURDAY.

(B) EDMONTON JOURNAL IS PUBLISHED MORNING (MONDAY TO SATURDAY). AVERAGES REPORTED ARE: MONDAY TO THURSDAY AND SATURDAY; FRIDAY.

(C) CALGARY HERALD IS PUBLISHED MORNING (MONDAY TO SATURDAY). AVERAGES REPORTED ARE: MONDAY TO THURSDAY AND SATURDAY; FRIDAY.

(D) ST. JOHN'S TELEGRAM IS PUBLISHED EVENING (MONDAY TO FRIDAY), WEEKEND AND SUNDAY. AVERAGES REPORTED ARE MONDAY TO FRIDAY; WEEKEND.

(E) GRANDE PRAIRIE HERALD-TRIBUNE IS PUBLISHED EVENING (MONDAY TO FRIDAY). AVERAGES REPORTED ARE MONDAY TO THURSDAY; FRIDAY.

(F) FRENCH NEWSPAPER.

(G) FORT MCMURRAY TODAY IS PUBLISHED EVENING (MONDAY TO FRIDAY). AVERAGES REPORTED ARE: MONDAY TO THURSDAY; FRIDAY.

(H) WHITEHORSE STAR IS PUBLISHED EVENING (MONDAY TO FRIDAY). AVERAGES REPORTED ARE: MONDAY TO THURSDAY; FRIDAY.

ABC SUNDAY NEWSPAPERS
RANKED BY CIRCULATION SIZE

NEWSPAPER	AUDIT PERIOD	RANK	CIRCULATION
TORONTO STAR	9/90	1	533,039
TORONTO SUN	9/90	2	465,727
LE JOURNAL DE MONTREAL	3/90	3	331,413
VANCOUVER PROVINCE	9/90	4	226,442
MONTREAL LA PRESSE	3/90	5	185,646
OTTAWA CITIZEN	3/90	6	161,073
MONTREAL GAZETTE	3/90	7	160,398
EDMONTON JOURNAL	6/90	8	151,658
WINNIPEG FREE PRESS	3/90	9	150,120
EDMONTON SUN	6/90	10	126,543
CALGARY HERALD	6/90	11	119,585
CALGARY SUN	6/90	12	99,959
LE JOURNAL DE QUEBEC	3/90	13	97,532
QUEBEC LE SOLEIL	3/90	14	92,641
VICTORIA TIMES-COLONIST	9/90	15	77,079
WINNIPEG SUN	3/90	16	55,160
CHICOUTIMI PROGRES-DIMANCHE	3/90	17	51,560
ST. JOHN'S TELEGRAM	9/90	18	37,153
THUNDER BAY TIMES-NEWS	6/90	19	35,023
OTTAWA SUN	3/90	20	34,584
HALIFAX NEWS	9/90	21	33,063
PETERBOROUGH EXAMINER	12/90	22	24,275
BRANDON SUN	6/90	23	16,277

Access ABC's **FAS-FAX** in an instant! Get the most current data on all U.S. and Canadian newspaper members on computer diskette. Formatted in Lotus 1-2-3 spreadsheets, FAS-FAX diskettes offer the fastest access to the latest summary circulation data.

Call ABC's Service Department at **(708) 605-0909** or ABC's Canadian Office at **(416) 962-5840** to order your Newspaper FAS-FAX reports on diskette.

Audit Bureau
of Circulations

Users' Guide to Part II

WEEKLY NEWSPAPER ANALYSIS

Part II of the ABC Canadian Newspaper FACTBOOK provides analyses of data for ABC-member weekly newspapers.

Each of the three sections in this part is printed on different color paper for easy reference. Map reference coordinates used in this book relate to the provincial maps included at the back of this volume.

Weekly newspaper members of ABC are audited annually when published in the city or City Zone of a daily newspaper member and bi-annually in other areas. Members of a group audit plan may be audited less frequently but at least once every four years. These members are identified in section A by the symbol @. A crosshatch symbol is used to identify those newspapers which are audited annually. Occupied households for Counties and Census Divisions are 1990 estimates.

SECTION A - Weekly Newspaper Circulation by Market, County, Census Division

This section lists total paid circulation averages for each newspaper, as reported in the most recent ABC Audit Report.

Each newspaper's county or census division circulation data follows the listing of total circulation averages. Home market circulation is shown plus any county or census division where a newspaper reports circulation of at least 250 copies or a 5 percent circulation/occupied household ratio. Other paid circulation is included in the "Remainder of Circulation" total.

SECTION B - Weekly Newspaper County and Census Division Circulation & Coverage

These alphabetical and numeric listings of counties or census divisions by province report the circulation and circulation/occupied household ratio of all weekly newspaper members having circulation of at least 250 copies or a 5 percent circulation/occupied household ratio.

SECTION C - Circulation of Weekly Newspapers by Province and City

Circulation of each ABC weekly newspaper member is reported in alphabetical sequence by province and city. Separate columns identify home county or census division, frequency of publication and total average paid circulation.

Part II

SECTION A

Analysis of Weekly Newspaper Circulation By Market, County, Census Division, Regional District or Territory

This section lists total paid circulation averages for each newspaper, as reported in the most recent ABC Audit Report.

Each newspaper's county or census division circulation data follows the listing of total circulation averages. Home market circulation is shown plus any county or census division where a newspaper reports circulation of at least 250 copies or a 5 percent circulation/occupied household ratio. Other paid circulation is included in the "Remainder of Circulation" total. Newspapers audited annually are identified by a crosshatch symbol. The symbol @ identifies newspapers which are members of Group Audit Plans and audited at least every four years.

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
PRINCE EDWARD ISLAND							
ALBERTON			C11				
ALBERTON WEST PRINCE GRAPHIC	9/90			WED.			
TOTAL PAID CIRCULATION					1,717		
COUNTY CIRCULATION							
PRINCE EDWARD ISLAND							
* PRINCE		14,800			1,495	10	87
REMAINDER OF CIRCULATION					222		13
MONTAGUE			F14				
MONTAGUE EASTERN GRAPHIC	# 9/90			WED.			
TOTAL PAID CIRCULATION					5,996		
COUNTY CIRCULATION							
PRINCE EDWARD ISLAND							
* KINGS		6,500			3,867	59	64
QUEENS		22,300			1,765	8	29
REMAINDER OF CIRCULATION					364		6

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
NOVA SCOTIA							
KENTVILLE			I11				
KENTVILLE ADVERTISER	# 9/90			TUE.			
TOTAL PAID CIRCULATION					9,829		
COUNTY CIRCULATION							
NOVA SCOTIA							
* KINGS		19,700			8,854	45	90
REMAINDER OF CIRCULATION					975		10
PORT HAWKESBURY			G16				
PORT HAWKESBURY REPORTER	9/89			WED.			
TOTAL PAID CIRCULATION					5,862		
COUNTY CIRCULATION							
NOVA SCOTIA							
ANTIGONISH		6,000			836	14	14
GUYSBOROUGH		4,300			895	21	15
* INVERNESS		6,800			2,512	37	43
RICHMOND		3,600			1,409	39	24
REMAINDER OF CIRCULATION					210		4
YARMOUTH			L 8				
YARMOUTH VANGUARD	9/89			TUE.			
TOTAL PAID CIRCULATION					10,811		
COUNTY CIRCULATION							
NOVA SCOTIA							
DIGBY		7,700			1,575	20	15
SHELBURNE		6,500			307	5	3
* YARMOUTH		9,900			8,230	83	76
REMAINDER OF CIRCULATION					699		6

* DENOTES HOME COUNTY

# DENOTES PUBLICATION AUDITED ANNUALLY

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
NEW BRUNSWICK							
BATHURST			A 7				
BATHURST NORTHERN LIGHT	9/89			WED.			
TOTAL PAID CIRCULATION					7,966		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* GLOUCESTER		27,800			7,354	26	92
REMAINDER OF CIRCULATION					612		8
CHATHAM			D 9				
CHATHAM MIRAMICHI WEEKEND	9/89			WEEKEND			
TOTAL PAID CIRCULATION					8,671		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* NORTHUMBERLAND		17,300			8,275	48	95
REMAINDER OF CIRCULATION					396		5
DALHOUSIE			A 6				
DALHOUSIE NEWS	9/89			WED.			
TOTAL PAID CIRCULATION					2,640		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* RESTIGOUCHE		13,400			2,272	17	86
REMAINDER OF CIRCULATION					368		14
DOAKTOWN			E 7				
DOAKTOWN MIRAMICHI HEADWATERS	9/89			TUE.			
TOTAL PAID CIRCULATION					1,225		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* NORTHUMBERLAND		17,300			982	6	80
REMAINDER OF CIRCULATION					243		20
EDMUNDSTON			A 7				
EDMUNDSTON LE MADAWASKA (F)	# 6/90			WED.			
TOTAL PAID CIRCULATION					9,446		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* MADAWASKA		12,700			7,381	58	78
VICTORIA		7,400			632	9	7
REMAINDER OF CIRCULATION					1,433		15
NEWCASTLE			C 9				
NEWCASTLE MIRAMICHI LEADER	9/89			WED.			
TOTAL PAID CIRCULATION					8,734		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* NORTHUMBERLAND		17,300			7,628	44	87
REMAINDER OF CIRCULATION					1,106		13

* DENOTES HOME COUNTY

# DENOTES PUBLICATION AUDITED ANNUALLY

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
NEW BRUNSWICK							
SACKVILLE			G11				
SACKVILLE TRIBUNE-POST	9/90			WED.			
TOTAL PAID CIRCULATION					3,712		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* WESTMORLAND		39,200			2,990	8	81
REMAINDER OF CIRCULATION					722		19
SUSSEX			H 8				
SUSSEX KINGS COUNTY RECORD	9/89			TUE.			
TOTAL PAID CIRCULATION					5,518		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* KINGS		19,900			4,167	21	76
QUEENS		4,700			266	6	5
SAINT JOHN		30,300			366	1	7
WESTMORLAND		39,200			288	1	5
REMAINDER OF CIRCULATION					431		8

* DENOTES HOME COUNTY

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
QUEBEC							
AMOS			J 3				
L'ECHO D'AMOS (F)	# 6/90			TUE.			
TOTAL PAID CIRCULATION					3,783		
COUNTY CIRCULATION							
QUEBEC							
* ABITIBI		35,800			3,650	10	96
REMAINDER OF CIRCULATION					133		4
CAP AUX MEULES			J24				
CAP AUX MEULES LE RADAR (F)	9/90			TUE.			
TOTAL PAID CIRCULATION					2,529		
COUNTY CIRCULATION							
QUEBEC							
* ILES-DE-LA-MADELEINE		4,700			2,210	47	87
REMAINDER OF CIRCULATION					319		13
CHIBOUGAMAU			I 5				
CHIBOUGAMAU LA SENTINELLE (F)	3/90			TUE.			
TOTAL PAID CIRCULATION					2,716		
COUNTY CIRCULATION							
QUEBEC							
* NOUVEAU-QUEBEC		9,200			2,644	29	97
REMAINDER OF CIRCULATION					72		3
HUNTINGDON			S26				
HUNTINGDON GLEANER	3/89			WED.			
TOTAL PAID CIRCULATION					4,463		
COUNTY CIRCULATION							
QUEBEC							
CHATEAUGUAY		22,600			1,160	5	26
* HUNTINGDON		6,800			2,594	38	58
REMAINDER OF CIRCULATION					709		16
JOLIETTE			L50				
JOLIETTE JOURNAL (F)	# 6/90			WED.			
TOTAL PAID CIRCULATION					10,206		
COUNTY CIRCULATION							
QUEBEC							
BERTHIER		12,600			1,166	9	11
* JOLIETTE		25,700			7,587	30	74
MONTCALM		12,300			975	8	10
REMAINDER OF CIRCULATION					478		5
LA SARRE			J 2				
LA SARRE L'ECHO D'ABITIBI-OUEST (F)	# 6/90			TUE.			
TOTAL PAID CIRCULATION					2,676		
COUNTY CIRCULATION							
QUEBEC							
* ABITIBI		35,800			2,494	7	93
REMAINDER OF CIRCULATION					182		7

* DENOTES HOME COUNTY

# DENOTES PUBLICATION AUDITED ANNUALLY

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
QUEBEC							
LOUISEVILLE			N12				
L'ECHO DE LOUISEVILLE/BERTHIER (F)	# 6/90			WED.			
TOTAL PAID CIRCULATION					7,883		
COUNTY CIRCULATION							
QUEBEC							
BERTHIER		12,600			3,061	24	39
* MASKINONGE		7,800			3,818	49	48
ST-MAURICE		45,100			754	2	10
REMAINDER OF CIRCULATION					250		3
MATANE			C26				
MATANE LA VOIX GASPESIENNE (F)	# 6/90			WED.			
TOTAL PAID CIRCULATION					5,885		
COUNTY CIRCULATION							
QUEBEC							
GASPE-OUEST		4,800			296	6	5
* MATANE		11,000			5,058	46	86
REMAINDER OF CIRCULATION					531		9
MONTREAL			D13				
MONTREAL ECHOS VEDETTES (F)	# 3/90			SAT.			
TOTAL PAID CIRCULATION					167,609		
COUNTY CIRCULATION							
NEW BRUNSWICK							
MADAWASKA		12,700			255	2	
QUEBEC							
ABITIBI		35,800			3,702	10	2
ARGENTEUIL		13,000			816	6	
ARTHABASKA		23,100			1,679	7	1
BAGOT		10,400			799	8	
BEAUCE		28,300			1,910	7	1
BEAUHARNOIS		21,500			1,925	9	1
BELLECHASSE		7,800			638	8	
BERTHIER		12,600			1,574	12	1
BONAVENTURE		13,600			607	4	
CHAMBLY		122,800			6,558	5	4
CHAMPLAIN		46,700			3,651	8	2
CHARLEVOIX-EST		5,900			627	11	
CHARLEVOIX-OUEST		4,400			436	10	
CHATEAUGUAY		22,600			1,270	6	1
CHICOUTIMI		62,800			3,657	6	2
COMPTON		7,300			312	4	
DEUX-MONTAGNES		30,000			2,008	7	1
DORCHESTER		10,700			911	9	1
DRUMMOND		28,200			2,823	10	2
FRONTENAC		9,700			791	8	
GASPE-EST		13,400			848	6	1
GASPE-OUEST		4,800			503	10	
GATINEAU		20,700			515	2	
HULL		55,600			2,007	4	1
IBERVILLE		9,200			706	8	
* ILE-DE-MONTREAL		752,700			35,711	5	21
ILE-JESUS		112,200			6,136	5	4
JOLIETTE		25,700			2,692	10	2

* DENOTES HOME COUNTY

# DENOTES PUBLICATION AUDITED ANNUALLY

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
QUEBEC							
MONTREAL (CONT.)			D13				
MONTREAL ECHOS VEDETTES (F)	3/90			SAT.			
KAMOURASKA		10,300			871	8	1
LABELLE		13,200			1,313	10	1
LAC-ST-JEAN-EST		16,000			1,162	7	1
LAC-ST-JEAN-OUEST		20,700			1,652	8	1
LAPRAIRIE		42,300			2,184	5	1
L'ASSOMPTION		48,100			3,196	7	2
LEVIS		38,600			2,533	7	2
L'ISLET		6,600			786	12	
LOTBINIERE		10,400			719	7	
MASKINONGE		7,800			1,102	14	1
MATANE		11,000			780	7	
MATAPEDIA		8,100			495	6	
MEGANTIC		19,000			1,552	8	1
MISSISQUOI		13,100			847	6	1
MONTCALM		12,300			1,321	11	1
MONTMAGNY		8,700			1,162	13	1
MONTMORENCY NO. 1		8,300			602	7	
MONTMORENCY NO. 2		2,400			125	5	
NAPIERVILLE		5,200			569	11	
NICOLET		11,700			877	7	1
NOUVEAU-QUEBEC		9,200			734	8	
PAPINEAU		16,000			866	5	1
PORTNEUF		23,600			1,636	7	1
QUEBEC		183,600			12,841	7	8
RICHELIEU		19,600			1,941	10	1
RICHMOND		13,800			1,043	8	1
RIMOUSKI		26,100			1,853	7	1
RIVIERE-DU-LOUP		14,400			1,344	9	1
ROUVILLE		16,600			1,191	7	1
SAGUENAY		32,100			2,770	9	2
ST-HYACINTHE		22,800			2,310	10	1
ST-JEAN		23,900			2,011	8	1
ST-MAURICE		45,100			3,817	8	2
SHEFFORD		29,700			2,109	7	1
SHERBROOKE		50,400			2,416	5	1
SOULANGES		6,800			525	8	
STANSTEAD		15,300			865	6	1
TEMISCAMINGUE		20,200			1,678	8	1
TEMISCOUATA		6,600			522	8	
TERREBONNE		80,600			6,925	9	4
VAUDREUIL		21,800			1,265	6	1
VERCHERES		24,400			1,594	7	1
WOLFE		5,300			307	6	
YAMASKA		5,200			554	11	
ONTARIO							
OTTAWA-CARLETON		249,800			650		
PRESCOTT & RUSSELL		22,000			409	2	
TIMISKAMING		15,200			397	3	
REMAINDER OF CIRCULATION					3,121		2
NEW CARLISLE			E31				
NEW CARLISLE SPEC	9/90			TUE.			
TOTAL PAID CIRCULATION					3,191		

* DENOTES HOME COUNTY

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
QUEBEC							
NEW CARLISLE (CONT.)			E31				
NEW CARLISLE SPEC	9/90			TUE.			
COUNTY CIRCULATION							
QUEBEC							
* BONAVENTURE		13,600			958	7	30
GASPE-EST		13,400			849	6	27
REMAINDER OF CIRCULATION					1,384		43
PLESSISVILLE			N16				
PLESSISVILLE LA FEUILLE D'ERABLE (F)	12/90			TUE.			
TOTAL PAID CIRCULATION					4,438		
COUNTY CIRCULATION							
QUEBEC							
* MEGANTIC		19,000			3,691	19	83
REMAINDER OF CIRCULATION					747		17
RIVIERE-DU-LOUP			F22				
RIVIERE DU LOUP LE SAINT-LAURENT ECHO(F)	# 6/90			TUE.			
TOTAL PAID CIRCULATION					6,829		
COUNTY CIRCULATION							
QUEBEC							
KAMOURASKA		10,300			891	9	13
* RIVIERE-DU-LOUP		14,400			4,624	32	68
TEMISCOUATA		6,600			719	11	11
REMAINDER OF CIRCULATION					595		9
ROUYN			K 1				
ROUYN LA FRONTIERE (F)	# 6/90			TUE.			
TOTAL PAID CIRCULATION					10,686		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,800			1,807	5	17
* TEMISCAMINGUE		20,200			8,720	43	82
REMAINDER OF CIRCULATION					159		1
SAINT HYACINTHE			P33				
LE COURRIER DE SAINT HYACINTHE (F)	# 6/90			WED.			
TOTAL PAID CIRCULATION					13,611		
COUNTY CIRCULATION							
QUEBEC							
BAGOT		10,400			2,935	28	22
RICHELIEU		19,600			316	2	2
ROUVILLE		16,600			381	2	3
* ST-HYACINTHE		22,800			9,205	40	68
SHEFFORD		29,700			273	1	2
REMAINDER OF CIRCULATION					501		4
ST. JEAN			R31				
SAINT JEAN LE CANADA FRANCAIS (F)	# 6/90			WED.			
TOTAL PAID CIRCULATION					16,002		

* DENOTES HOME COUNTY

# DENOTES PUBLICATION AUDITED ANNUALLY

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
QUEBEC							
ST. JEAN (CONT.)			R31				
SAINT JEAN LE CANADA FRANCAIS (F)	6/90			WED.			
COUNTY CIRCULATION							
QUEBEC							
IBERVILLE		9,200			3,630	39	23
MISSISQUOI		13,100			318	2	2
NAPIERVILLE		5,200			310	6	2
* ST-JEAN		23,900			11,340	47	71
REMAINDER OF CIRCULATION					404		3
ST. JEROME			N27				
ST JEROME L'ECHO DU NORD (F)	# 6/90			WED.			
TOTAL PAID CIRCULATION					9,931		
COUNTY CIRCULATION							
QUEBEC							
DEUX-MONTAGNES		30,000			541	2	5
* TERREBONNE		80,600			8,946	11	90
REMAINDER OF CIRCULATION					444		4
SHAWVILLE			N 3				
SHAWVILLE EQUITY	12/89			WED.			
TOTAL PAID CIRCULATION					4,442		
COUNTY CIRCULATION							
QUEBEC							
* PONTIAC		7,300			3,128	43	70
REMAINDER OF CIRCULATION					1,314		30
VAL D'OR			K 3				
VAL D'OR L'ECHO ABITIBIEN (F)	# 6/90			TUE.			
TOTAL PAID CIRCULATION					9,851		
COUNTY CIRCULATION							
QUEBEC							
* ABITIBI		35,800			9,077	25	92
TEMISCAMINGUE		20,200			317	2	3
REMAINDER OF CIRCULATION					457		5
VICTORIAVILLE			O15				
VICTORIAVILLE L'UNION (F)	# 6/89			WED.			
TOTAL PAID CIRCULATION					12,173		
COUNTY CIRCULATION							
QUEBEC							
* ARTHABASKA		23,100			9,893	43	81
DRUMMOND		28,200			295	1	2
MEGANTIC		19,000			938	5	8
NICOLET		11,700			321	3	3
REMAINDER OF CIRCULATION					726		6

* DENOTES HOME COUNTY

# DENOTES PUBLICATION AUDITED ANNUALLY

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
ONTARIO							
ALEXANDRIA			L33				
ALEXANDRIA GLENGARRY NEWS	9/90			WED.			
TOTAL PAID CIRCULATION					7,948		
COUNTY CIRCULATION							
ONTARIO							
OTTAWA-CARLETON		249,800			323		4
PRESCOTT & RUSSELL		22,000			479	2	6
* STOR. , DUN. & GLEN.		39,500			6,126	16	77
REMAINDER OF CIRCULATION					1,020		13
ALLISTON			N18				
ALLISTON HERALD	12/89			WED.			
TOTAL PAID CIRCULATION					6,027		
COUNTY CIRCULATION							
ONTARIO							
* SIMCOE		98,200			5,418	6	90
REMAINDER OF CIRCULATION					609		10
ALMONTE			L28				
ALMONTE GAZETTE	6/90			WED.			
TOTAL PAID CIRCULATION					3,004		
COUNTY CIRCULATION							
ONTARIO							
* LANARK		20,100			2,464	12	82
REMAINDER OF CIRCULATION					540		18
ARNPRIOR			K28				
ARNPRIOR CHRONICLE-GUIDE	3/90			WED.			
TOTAL PAID CIRCULATION					5,453		
COUNTY CIRCULATION							
ONTARIO							
LANARK		20,100			321	2	6
OTTAWA-CARLETON		249,800			779		14
* RENFREW		34,000			4,079	12	75
REMAINDER OF CIRCULATION					274		5
ATIKOKAN			F 2				
ATIKOKAN PROGRESS	3/90			WED.			
TOTAL PAID CIRCULATION					2,012		
COUNTY CIRCULATION							
ONTARIO							
* RAINY RIVER		8,400			1,638	20	81
REMAINDER OF CIRCULATION					374		19
AYLMER			S14				
AYLMER EXPRESS	3/89			WED.			
TOTAL PAID CIRCULATION					4,035		
COUNTY CIRCULATION							
ONTARIO							
* ELGIN		25,700			3,594	14	89
REMAINDER OF CIRCULATION					441		11

* DENOTES HOME COUNTY

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
ONTARIO							
BLENHEIM			T11				
BLENHEIM NEWS-TRIBUNE	12/89			WED.			
TOTAL PAID CIRCULATION					3,274		
COUNTY CIRCULATION							
ONTARIO							
* KENT		39,600			2,930	7	89
REMAINDER OF CIRCULATION					344		11
BRACEBRIDGE			K20				
BRACEBRIDGE HERALD-GAZETTE	12/90			WED.			
TOTAL PAID CIRCULATION					5,157		
COUNTY CIRCULATION							
ONTARIO							
* MUSKOKA		17,400			4,338	25	84
REMAINDER OF CIRCULATION					819		16
CARLETON PLACE			L29				
CARLETON PLACE CANADIAN	3/90			WED.			
TOTAL PAID CIRCULATION					4,042		
COUNTY CIRCULATION							
ONTARIO							
* LANARK		20,100			3,528	18	87
REMAINDER OF CIRCULATION					514		13
CHESLEY			M15				
CHESLEY ENTERPRISE	@ 9/90			WED.			
TOTAL PAID CIRCULATION					2,647		
COUNTY CIRCULATION							
ONTARIO							
* BRUCE		22,600			2,062	9	78
GREY		29,900			337	1	13
REMAINDER OF CIRCULATION					248		9
COCHRANE			E 6				
COCHRANE NORTHLAND POST	3/89			WED.			
TOTAL PAID CIRCULATION					2,895		
COUNTY CIRCULATION							
ONTARIO							
* COCHRANE		34,300			2,509	7	87
REMAINDER OF CIRCULATION					386		13
COLLINGWOOD			M17				
COLLINGWOOD ENTERPRISE-BULLETIN	6/90			W & SAT.			
TOTAL PAID CIRCULATION					5,904		
COUNTY CIRCULATION							
ONTARIO							
GREY		29,900			296	1	5
* SIMCOE		98,200			5,272	5	89
REMAINDER OF CIRCULATION					336		6

* DENOTES HOME COUNTY @ GROUP AUDIT PLAN PUBLICATTION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
ONTARIO							
DELHI			S16				
DELHI NEWS-RECORD	12/90			WED.			
TOTAL PAID CIRCULATION					3,863		
COUNTY CIRCULATION							
ONTARIO							
* HALDIMAND-NORFOLK		35,000			3,092	9	80
OXFORD		33,200			374	1	10
REMAINDER OF CIRCULATION					397		10
DRYDEN			E 2				
DRYDEN OBSERVER	3/89			TUE.			
TOTAL PAID CIRCULATION					6,554		
COUNTY CIRCULATION							
ONTARIO							
* KENORA		21,300			5,832	27	89
REMAINDER OF CIRCULATION					722		11
DUNNVILLE			S18				
DUNNVILLE CHRONICLE	12/89			WED.			
TOTAL PAID CIRCULATION					3,985		
COUNTY CIRCULATION							
ONTARIO							
* HALDIMAND-NORFOLK		35,000			3,688	11	93
REMAINDER OF CIRCULATION					297		7
DURHAM			I10				
DURHAM CHRONICLE	@ 9/90			WED.			
TOTAL PAID CIRCULATION					2,150		
COUNTY CIRCULATION							
ONTARIO							
* GREY		29,900			1,737	6	81
REMAINDER OF CIRCULATION					413		19
FORT FRANCES			E 2				
FORT FRANCES TIMES	3/90			WED.			
TOTAL PAID CIRCULATION					6,526		
COUNTY CIRCULATION							
ONTARIO							
* RAINY RIVER		8,400			5,299	63	81
REMAINDER OF CIRCULATION					1,227		19
GANANOQUE			O28				
GANANOQUE REPORTER	12/89			WED.			
TOTAL PAID CIRCULATION					4,596		
COUNTY CIRCULATION							
ONTARIO							
* LEEDS & GRENVILLE		32,000			4,066	13	88
REMAINDER OF CIRCULATION					530		12

* DENOTES HOME COUNTY

@ GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
ONTARIO							
GRAVENHURST			L20				
GRAVENHURST NEWS	9/90			WED.			
TOTAL PAID CIRCULATION					2,458		
COUNTY CIRCULATION							
ONTARIO							
* MUSKOKA		17,400			2,161	12	88
REMAINDER OF CIRCULATION					297		12
HALIBURTON			K22				
HALIBURTON COUNTY ECHO	# 6/90			WED.			
TOTAL PAID CIRCULATION					4,891		
COUNTY CIRCULATION							
ONTARIO							
* HALIBURTON		5,300			3,782	71	77
VICTORIA		23,000			258	1	5
REMAINDER OF CIRCULATION					851		17
HANOVER			N15				
HANOVER POST	12/89			TUE.			
TOTAL PAID CIRCULATION					4,685		
COUNTY CIRCULATION							
ONTARIO							
BRUCE		22,600			762	3	16
* GREY		29,900			3,654	12	78
REMAINDER OF CIRCULATION					269		6
HUNTSVILLE			J20				
HUNTSVILLE FORESTER	12/89			WED.			
TOTAL PAID CIRCULATION					5,908		
COUNTY CIRCULATION							
ONTARIO							
* MUSKOKA		17,400			4,822	28	82
PARRY SOUND		14,000			276	2	5
REMAINDER OF CIRCULATION					810		14
IROQUOIS FALLS			E 7				
IROQUOIS FALLS ENTERPRISE	3/89			WED.			
TOTAL PAID CIRCULATION					2,917		
COUNTY CIRCULATION							
ONTARIO							
* COCHRANE		34,300			2,499	7	86
REMAINDER OF CIRCULATION					418		14
LEAMINGTON			U 9				
LEAMINGTON POST	6/90			TUE.			
TOTAL PAID CIRCULATION					6,463		
COUNTY CIRCULATION							
ONTARIO							
* ESSEX		122,900			6,298	5	97
REMAINDER OF CIRCULATION					165		3

* DENOTES HOME COUNTY   # DENOTES PUBLICATION AUDITED ANNUALLY

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
ONTARIO							
LINDSAY			N22				
LINDSAY POST	# 3/90			THUR.			
TOTAL PAID CIRCULATION					5,501		
COUNTY CIRCULATION							
ONTARIO							
DURHAM		128,000			661	1	12
* VICTORIA		23,000			4,056	18	74
REMAINDER OF CIRCULATION					784		14
LITTLE CURRENT			G14				
LITTLE CURRENT MANITOULIN EXPOSITOR	3/90			WED.			
TOTAL PAID CIRCULATION					5,540		
COUNTY CIRCULATION							
ONTARIO							
* MANITOULIN		3,800			2,970	78	54
SUDBURY RM		57,000			552	1	10
SUDBURY DISTRICT		9,100			250	3	5
TORONTO		842,600			253		5
REMAINDER OF CIRCULATION					1,515		27
MARKDALE			M16				
MARKDALE STANDARD	@ 9/90			WED.			
TOTAL PAID CIRCULATION					1,631		
COUNTY CIRCULATION							
ONTARIO							
* GREY		29,900			1,415	5	87
REMAINDER OF CIRCULATION					216		13
MEAFORD			L16				
MEAFORD EXPRESS	3/89			WED.			
TOTAL PAID CIRCULATION					2,825		
COUNTY CIRCULATION							
ONTARIO							
* GREY		29,900			2,366	8	84
REMAINDER OF CIRCULATION					459		16
MIDLAND			L18				
MIDLAND FREE PRESS	3/90			W & F			
TOTAL PAID CIRCULATION					6,875		
COUNTY CIRCULATION							
ONTARIO							
* SIMCOE		98,200			6,682	7	97
REMAINDER OF CIRCULATION					193		3
ORANGEVILLE			O17				
ORANGEVILLE BANNER	3/89			W & F			
TOTAL PAID CIRCULATION					6,501		
COUNTY CIRCULATION							
ONTARIO							
* DUFFERIN		12,300			5,715	46	88
PEEL		201,800			493		8

@ GROUP AUDIT PLAN PUBLICATION

* DENOTES HOME COUNTY   # DENOTES PUBLICATION AUDITED ANNUALLY

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
ONTARIO							
ORANGEVILLE (CONT.)			O17				
ORANGEVILLE BANNER	3/89			W & F			
REMAINDER OF CIRCULATION					293		5
PAISLEY			M14				
PAISLEY TARA ADVOCATE LEADER	@ 9/90			WED.			
TOTAL PAID CIRCULATION					816		
COUNTY CIRCULATION							
ONTARIO							
* BRUCE		22,600			717	3	88
REMAINDER OF CIRCULATION					99		12
PERTH			M28				
PERTH COURIER	3/90			WED.			
TOTAL PAID CIRCULATION					6,393		
COUNTY CIRCULATION							
ONTARIO							
* LANARK		20,100			5,254	26	82
REMAINDER OF CIRCULATION					1,139		18
PORT ELGIN			M14				
PORT ELGIN BEACON TIMES	@ 9/90			WED.			
TOTAL PAID CIRCULATION					4,312		
COUNTY CIRCULATION							
ONTARIO							
* BRUCE		22,600			3,894	17	90
REMAINDER OF CIRCULATION					418		10
RENFREW			K27				
RENFREW MERCURY	3/89			WED.			
TOTAL PAID CIRCULATION					7,089		
COUNTY CIRCULATION							
ONTARIO							
* RENFREW		34,000			5,983	18	84
REMAINDER OF CIRCULATION					1,106		16
SMITH FALLS			M28				
SMITH FALLS RECORD NEWS	3/90			WED.			
TOTAL PAID CIRCULATION					4,871		
COUNTY CIRCULATION							
ONTARIO							
* LANARK		20,100			3,728	19	77
LEEDS & GRENVILLE		32,000			696	2	14
REMAINDER OF CIRCULATION					447		9
STITTSVILLE			T30				
STITTSVILLE NEWS	9/89			WED.			
TOTAL PAID CIRCULATION					3,710		

* DENOTES HOME COUNTY

@ GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & COUNTIES

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
ONTARIO							
STITTSVILLE (CONT.)			T30				
STITTSVILLE NEWS	9/89			WED.			
COUNTY CIRCULATION							
ONTARIO							
* OTTAWA-CARLETON		249,800			3,556	1	96
REMAINDER OF CIRCULATION					154		4
STRATHROY			R12				
STRATHROY AGE DISPATCH	12/89			WED.			
TOTAL PAID CIRCULATION					5,712		
COUNTY CIRCULATION							
ONTARIO							
* MIDDLESEX		134,000			5,340	4	93
REMAINDER OF CIRCULATION					372		7
TILLSONBURG			S15				
TILLSONBURG NEWS	# 3/89			M,W,F			
TOTAL PAID CIRCULATION					6,713		
COUNTY CIRCULATION							
ONTARIO							
ELGIN		25,700			751	3	11
HALDIMAND-NORFOLK		35,000			1,130	3	17
* OXFORD		33,200			4,587	14	68
REMAINDER OF CIRCULATION					245		4
TRENTON			O24				
TRENTON TRENTONIAN AND TRI-COUNTY NEWS	3/89			M,W,F			
TOTAL PAID CIRCULATION					8,385		
COUNTY CIRCULATION							
ONTARIO							
* HASTINGS		45,400			6,827	15	81
NORTHUMBERLAND		27,500			997	4	12
PRINCE EDWARD		8,600			447	5	5
REMAINDER OF CIRCULATION					114		1
WIARTON			K15				
WIARTON ECHO	@ 9/90			WED.			
TOTAL PAID CIRCULATION					4,657		
COUNTY CIRCULATION							
ONTARIO							
* BRUCE		22,600			3,523	16	76
REMAINDER OF CIRCULATION					1,134		24

@ GROUP AUDIT PLAN PUBLICATION

* DENOTES HOME COUNTY

# DENOTES PUBLICATION AUDITED ANNUALLY

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
MANITOBA							
STEINBACH			R11				
STEINBACH CARILLON	6/90			WED.			
TOTAL PAID CIRCULATION					12,259		
CENSUS DIVISION CIRCULATION							
MANITOBA							
CEN. DIV. 01		5,700			1,096	19	9
* CEN. DIV. 02		13,900			7,868	57	64
CEN. DIV. 03		13,800			695	5	6
CEN. DIV. 11		235,200			1,232	1	10
CEN. DIV. 12		6,000			371	6	3
REMAINDER OF CIRCULATION					997		8
VIRDEN			Q 2				
VIRDEN EMPIRE-ADVANCE	6/89			WED.			
TOTAL PAID CIRCULATION					3,450		
CENSUS DIVISION CIRCULATION							
MANITOBA							
* CEN. DIV. 06		3,900			2,396	61	69
REMAINDER OF CIRCULATION					1,054		31

* DENOTES HOME CENSUS DIVISION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
SASKATCHEWAN							
ASSINIBOIA			R 8				
ASSINIBOIA TIMES	@ 3/90			TUE.			
TOTAL PAID CIRCULATION					5,491		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 03		6,800			2,996	44	55
CEN. DIV. 04		4,900			237	5	4
CEN. DIV. 07		19,700			449	2	8
REMAINDER OF CIRCULATION					1,809		33
BALGONIE			P10				
BALGONIE CITY'S EDGE	@ 3/90			WED.			
TOTAL PAID CIRCULATION					681		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 06		80,900			666	1	98
REMAINDER OF CIRCULATION					15		2
BENGOUGH			R 9				
BENGOUGH CROSS-COUNTRY CONNECTION	@ 3/90			MON.			
TOTAL PAID CIRCULATION					967		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 02		9,400			592	6	61
REMAINDER OF CIRCULATION					375		39
CANORA			M13				
CANORA COURIER	@ 3/90			WED.			
TOTAL PAID CIRCULATION					2,707		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 09		16,000			2,215	14	82
REMAINDER OF CIRCULATION					492		18
CARLYLE			K14				
CARLYLE OBSERVER	@ 3/90			TUE.			
TOTAL PAID CIRCULATION					2,025		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 01		11,600			1,529	13	76
REMAINDER OF CIRCULATION					496		24
CUT KNIFE			J 3				
CUT KNIFE HWY 40 COURIER	@ 3/90			WED.			
TOTAL PAID CIRCULATION					766		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 13		9,100			432	5	56
REMAINDER OF CIRCULATION					334		44

* DENOTES HOME CENSUS DIVISION

@ GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
SASKATCHEWAN							
DAVIDSON			N 8				
DAVIDSON LEADER	@ 3/90			MON.			
TOTAL PAID CIRCULATION					1,894		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 11		84,100			1,393	2	74
REMAINDER OF CIRCULATION					501		26
ESTERHAZY-POTASHVILLE			R14				
ESTERHAZY-POTASHVILLE MINER-JOURNAL	@ 3/90			WED.			
TOTAL PAID CIRCULATION					2,170		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 05		14,200			1,838	13	85
REMAINDER OF CIRCULATION					332		15
ESTEVAN			T13				
ESTEVAN MERCURY	@ 3/90			WED.			
TOTAL PAID CIRCULATION					4,871		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 01		11,600			4,095	35	84
REMAINDER OF CIRCULATION					776		16
FOAM LAKE			M12				
FOAM LAKE REVIEW	@ 3/90			MON.			
TOTAL PAID CIRCULATION					2,158		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 09		16,000			306	2	14
* CEN. DIV. 10		8,600			1,126	13	52
REMAINDER OF CIRCULATION					726		34
HUDSON BAY			J13				
HUDSON BAY POST REVIEW	@ 3/90			WED.			
TOTAL PAID CIRCULATION					2,720		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 14		16,200			2,357	15	87
REMAINDER OF CIRCULATION					363		13
HUMBOLDT			L 9				
HUMBOLDT JOURNAL	@ 3/90			WED.			
TOTAL PAID CIRCULATION					4,257		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 11		84,100			323		8
* CEN. DIV. 15		27,900			2,942	11	69
REMAINDER OF CIRCULATION					992		23

* DENOTES HOME CENSUS DIVISION @ GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
SASKATCHEWAN							
INDIAN HEAD			P11				
INDIAN HEAD WOLSELEY NEWS	@ 3/90			TUE.			
TOTAL PAID CIRCULATION					2,474		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 05		14,200			439	3	18
* CEN. DIV. 06		80,900			1,473	2	60
REMAINDER OF CIRCULATION					562		23
ITUNA			N10				
ITUNA NEWS	@ 3/90			MON.			
TOTAL PAID CIRCULATION					1,220		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 10		8,600			768	9	63
REMAINDER OF CIRCULATION					452		37
KAMSACK			M14				
KAMSACK TIMES	@ 3/90			THUR.			
TOTAL PAID CIRCULATION					2,101		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 09		16,000			1,750	11	83
REMAINDER OF CIRCULATION					351		17
KELVINGTON			L12				
KELVINGTON RADIO	@ 3/90			THUR.			
TOTAL PAID CIRCULATION					1,404		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 14		16,200			754	5	54
REMAINDER OF CIRCULATION					650		46
KERROBERT			L 3				
KERROBERT CITIZEN	@ 3/90			WED.			
TOTAL PAID CIRCULATION					706		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 13		9,100			521	6	74
REMAINDER OF CIRCULATION					185		26
KINDERSLEY			M 3				
KINDERSLEY CLARION	@ 3/90			WED.			
TOTAL PAID CIRCULATION					3,383		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 08		13,000			357	3	11
* CEN. DIV. 13		9,100			2,587	28	76
REMAINDER OF CIRCULATION					439		13

* DENOTES HOME CENSUS DIVISION   @ GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
SASKATCHEWAN							
LANGENBURG			O15				
LANGENBURG FOUR-TOWN JOURNAL	@ 3/90			WED.			
TOTAL PAID CIRCULATION					2,141		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 05		14,200			1,616	11	75
REMAINDER OF CIRCULATION					525		25
LA RONGE			E 3				
LA RONGE NORTHERNER	@ 3/90			WED.			
TOTAL PAID CIRCULATION					2,211		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 18		6,400			1,575	25	71
REMAINDER OF CIRCULATION					636		29
LANIGAN			M 9				
LANIGAN ADVISOR	@ 3/90			MON.			
TOTAL PAID CIRCULATION					1,095		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 11		84,100			889	1	81
REMAINDER OF CIRCULATION					206		19
LEADER			O 2				
LEADER NEWS	@ 3/90			WED.			
TOTAL PAID CIRCULATION					1,214		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 08		13,000			880	7	72
REMAINDER OF CIRCULATION					334		28
LEMBERG			P12				
LEMBERG HIGHWAY 22 REVIEW	@ 3/90			WED.			
TOTAL PAID CIRCULATION					396		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 05		14,200			289	2	73
REMAINDER OF CIRCULATION					107		27
MAPLE CREEK			Q 2				
MAPLE CREEK NEWS	@ 3/90			TUE.			
TOTAL PAID CIRCULATION					2,881		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 04		4,900			1,635	33	57
CEN. DIV. 08		13,000			443	3	15
REMAINDER OF CIRCULATION					803		28

* DENOTES HOME CENSUS DIVISION @ GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
SASKATCHEWAN							
MEADOW LAKE			E 2				
MEADOW LAKE PROGRESS	@ 3/90			TUE.			
TOTAL PAID CIRCULATION					3,249		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 17		12,100			2,362	20	73
REMAINDER OF CIRCULATION					887		27
MELVILLE			O13				
MELVILLE ADVANCE	@ 3/90			WED.			
TOTAL PAID CIRCULATION					4,254		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 05		14,200			3,268	23	77
CEN. DIV. 06		80,900			306		7
REMAINDER OF CIRCULATION					680		16
MOOSOMIN			Q15				
MOOSOMIN WORLD-SPECTATOR	@ 3/90			WED.			
TOTAL PAID CIRCULATION					3,913		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 01		11,600			525	5	13
* CEN. DIV. 05		14,200			2,342	16	60
REMAINDER OF CIRCULATION					1,046		27
NAICAM			K10				
NAICAM NEWS	@ 3/90			MON.			
TOTAL PAID CIRCULATION					932		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 14		16,200			619	4	66
REMAINDER OF CIRCULATION					313		34
NIPAWIN			I11				
NIPAWIN JOURNAL	@ 3/90			WED.			
TOTAL PAID CIRCULATION					4,940		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 14		16,200			3,977	25	81
REMAINDER OF CIRCULATION					963		19
NOKOMIS			M 9				
NOKOMIS LAST MOUNTAIN TIMES	@ 3/90			MON.			
TOTAL PAID CIRCULATION					1,890		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 06		80,900			591	1	31
* CEN. DIV. 11		84,100			768	1	41
REMAINDER OF CIRCULATION					531		28

* DENOTES HOME CENSUS DIVISION   @ GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
SASKATCHEWAN							
NORQUAY			L14				
NORQUAY NORTH STAR	● 3/90			THUR.			
TOTAL PAID CIRCULATION					1,015		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 09		16,000			808	5	80
REMAINDER OF CIRCULATION					207		20
NORTH BATTLEFORD			J 4				
NORTH BATTLEFORD NEWS-OPTIMIST	● 3/90			W & SUN.			
TOTAL PAID CIRCULATION					4,378		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 12		8,800			620	7	14
* CEN. DIV. 16		14,000			2,798	20	64
CEN. DIV. 17		12,100			404	3	9
REMAINDER OF CIRCULATION					556		13
OUTLOOK			M 6				
OUTLOOK THE OUTLOOK	● 3/90			MON.			
TOTAL PAID CIRCULATION					3,121		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 07		19,700			357	2	11
* CEN. DIV. 11		84,100			1,410	2	45
CEN. DIV. 12		8,800			569	6	18
REMAINDER OF CIRCULATION					785		25
PREECEVILLE			L13				
PREECEVILLE PROGRESS	● 3/90			THUR.			
TOTAL PAID CIRCULATION					1,806		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 09		16,000			1,474	9	82
REMAINDER OF CIRCULATION					332		18
RADVILLE			S10				
RADVILLE STAR	● 3/90			WED.			
TOTAL PAID CIRCULATION					1,089		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 02		9,400			720	8	66
REMAINDER OF CIRCULATION					369		34
REDVERS			S15				
REDVERS OPTIMIST	● 3/90			TUE.			
TOTAL PAID CIRCULATION					1,857		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 01		11,600			1,125	10	61
REMAINDER OF CIRCULATION					732		39

* DENOTES HOME CENSUS DIVISION ● GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
SASKATCHEWAN							
ROSE VALLEY			K11				
ROSE VALLEY VIEW FROM HERE	@ 3/90			TUE.			
TOTAL PAID CIRCULATION					1,268		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 10		8,600			264	3	21
* CEN. DIV. 14		16,200			797	5	63
REMAINDER OF CIRCULATION					207		16
ROSTHERN			J 7				
ROSTHERN SASKATCHEWAN VALLEY NEWS	@ 3/90			THUR.			
TOTAL PAID CIRCULATION					4,018		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 11		84,100			1,039	1	26
* CEN. DIV. 15		27,900			1,732	6	43
REMAINDER OF CIRCULATION					1,247		31
SEMANS			N10				
SEMANS HI-WAY 15 GAZETTE	@ 3/90			MON.			
TOTAL PAID CIRCULATION					1,235		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 10		8,600			966	11	78
REMAINDER OF CIRCULATION					269		22
SHELLBROOK			I 7				
SHELLBROOK CHRONICLE	@ 3/90			TUE.			
TOTAL PAID CIRCULATION					2,902		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 16		14,000			1,978	14	68
REMAINDER OF CIRCULATION					924		32
SPIRITWOOD			H 5				
SPIRITWOOD HERALD	@ 3/90			WED.			
TOTAL PAID CIRCULATION					1,111		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 16		14,000			808	6	73
REMAINDER OF CIRCULATION					303		27
SWIFT CURRENT			Q 4				
SWIFT CURRENT SUN	6/89			M & W			
TOTAL PAID CIRCULATION					5,110		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 04		4,900			287	6	6
-CEN. DIV. 07		19,700			302	2	6
* CEN. DIV. 08		13,000			3,992	31	78
REMAINDER OF CIRCULATION					529		10

* DENOTES HOME CENSUS DIVISION @ GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
SASKATCHEWAN							
TISDALE			J11				
TISDALE RECORDER	@ 3/90			MON.			
TOTAL PAID CIRCULATION					2,798		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 14		16,200			2,326	14	83
REMAINDER OF CIRCULATION					472		17
UNITY			K 3				
UNITY NORTHWEST HERALD	@ 3/90			THUR.			
TOTAL PAID CIRCULATION					2,169		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 13		9,100			1,770	19	82
REMAINDER OF CIRCULATION					399		18
WADENA			L11				
WADENA NEWS	@ 3/90			THUR.			
TOTAL PAID CIRCULATION					4,598		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
CEN. DIV. 09		16,000			336	2	7
* CEN. DIV. 10		8,600			1,692	20	37
CEN. DIV. 11		84,100			348		8
CEN. DIV. 14		16,200			686	4	15
REMAINDER OF CIRCULATION					1,536		33
WATROUS			M 8				
WATROUS MANITOU	@ 3/90			MON.			
TOTAL PAID CIRCULATION					2,322		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 11		84,100			1,717	2	74
REMAINDER OF CIRCULATION					605		26
WEYBURN			R11				
WEYBURN REVIEW	@ 3/90			TUE.			
TOTAL PAID CIRCULATION					6,680		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 02		9,400			5,149	55	77
CEN. DIV. 06		80,900			411	1	6
REMAINDER OF CIRCULATION					1,120		17
WHITEWOOD			P14				
WHITEWOOD HERALD	@ 3/90			MON.			
TOTAL PAID CIRCULATION					1,006		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 05		14,200			688	5	68
REMAINDER OF CIRCULATION					318		32

* DENOTES HOME CENSUS DIVISION   @ GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERICD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
SASKATCHEWAN							
WILKIE			K 3				
WILKIE PRESS	@ 3/90			WED.			
TOTAL PAID CIRCULATION					915		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 13		9,100			692	8	76
REMAINDER OF CIRCULATION					223		24
WYNYARD			M10				
WYNYARD ADVANCE	@ 3/90			MON.			
TOTAL PAID CIRCULATION					2,189		
CENSUS DIVISION CIRCULATION							
SASKATCHEWAN							
* CEN. DIV. 10		8,600			1,458	17	67
REMAINDER OF CIRCULATION					731		33
YORKTON			N13				
YORKTON ENTERPRISE	6/90			M & W			
TOTAL PAID CIRCULATION					8,999		
CENSUS DIVISION CIRCULATION							
MANITOBA							
CEN. DIV. 16		4,600			282	6	3
SASKATCHEWAN							
CEN. DIV. 05		14,200			1,686	12	19
* CEN. DIV. 09		16,000			5,492	34	61
CEN. DIV. 10		8,600			950	11	11
CEN. DIV. 14		16,200			250	2	3
REMAINDER OF CIRCULATION					339		4

* DENOTES HOME CENSUS DIVISION

@ GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
ALBERTA							
BEAVERLODGE			E 2				
BEAVERLODGE ADVERTISER	9/89			WED.			
TOTAL PAID CIRCULATION					1,917		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 19		24,400			1,672	7	87
REMAINDER OF CIRCULATION					245		13
CARDSTON			T10				
CARDSTON CHRONICLE	@ 3/90			TUE.			
TOTAL PAID CIRCULATION					1,828		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 03		10,600			1,720	16	94
REMAINDER OF CIRCULATION					108		6
CORONATION			M13				
CORONATION REVIEW	@ 3/90			TUE.			
TOTAL PAID CIRCULATION					1,319		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 07		13,900			975	7	74
REMAINDER OF CIRCULATION					344		26
ECKVILLE			L 8				
ECKVILLE EXAMINER	@ 3/90			TUE.			
TOTAL PAID CIRCULATION					785		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 08		45,500			653	1	83
REMAINDER OF CIRCULATION					132		17
FAIRVIEW			E 2				
FAIRVIEW POST	9/90			TUE.			
TOTAL PAID CIRCULATION					3,471		
CENSUS DIVISION CIRCULATION							
ALBERTA							
CEN. DIV. 17		14,700			711	5	20
* CEN. DIV. 19		24,400			2,402	10	69
REMAINDER OF CIRCULATION					358		10
FORT MACLEOD			R10				
FORT MACLEOD GAZETTE	@ 3/90			WED.			
TOTAL PAID CIRCULATION					1,716		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 03		10,600			1,346	13	78
REMAINDER OF CIRCULATION					370		22

* DENOTES HOME CENSUS DIVISION   @ GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
ALBERTA							
FORT VERMILION			C 3				
FORT VERMILION NORTHERN PIONEER	● 9/90			WED.			
TOTAL PAID CIRCULATION					1,016		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 17		14,700			925	6	91
REMAINDER OF CIRCULATION					91		9
GRIMSHAW			D 2				
GRIMSHAW MILE ZERO NEWS	● 9/90			WED.			
TOTAL PAID CIRCULATION					1,040		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 19		24,400			805	3	77
REMAINDER OF CIRCULATION					235		23
HIGH LEVEL			B 3				
HIGH LEVEL ECHO	● 9/90			WED.			
TOTAL PAID CIRCULATION					1,674		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 17		14,700			1,498	10	89
REMAINDER OF CIRCULATION					176		11
HIGH RIVER			P 9				
HIGH RIVER TIMES	6/90			TUE.			
TOTAL PAID CIRCULATION					3,211		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 06		291,800			2,834	1	88
REMAINDER OF CIRCULATION					377		12
LACOMBE			L 9				
LACOMBE GLOBE	● 3/90			WED.			
TOTAL PAID CIRCULATION					3,707		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 08		45,500			3,624	8	98
REMAINDER OF CIRCULATION					83		2
MANNING			D 3				
MANNING BANNER POST	● 9/90			WED.			
TOTAL PAID CIRCULATION					1,205		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 17		14,700			961	7	80
REMAINDER OF CIRCULATION					244		20
PINCHER CREEK			S 9				
PINCHER CREEK ECHO	● 3/90			TUE.			
TOTAL PAID CIRCULATION					2,643		

* DENOTES HOME CENSUS DIVISION ● GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION		AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
ALBERTA								
PINCHER CREEK	(CONT.)			S 9				
PINCHER CREEK ECHO		3/90			TUE.			
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 03			10,600			2,077	20	79
REMAINDER OF CIRCULATION						566		21
RAYMOND				R11				
RAYMOND REVIEW		● 3/90			TUE.			
TOTAL PAID CIRCULATION						1,885		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 02			43,600			1,742	4	92
REMAINDER OF CIRCULATION						143		8
RIMBEY				K 9				
RIMBEY RECORD		● 3/90			TUE.			
TOTAL PAID CIRCULATION						2,245		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 08			45,500			1,975	4	88
REMAINDER OF CIRCULATION						270		12
ROCKY MOUNTAIN HOUSE				L 8				
ROCKY MOUNTAIN HOUSE MOUNTAINEER		● 3/90			WED.			
TOTAL PAID CIRCULATION						4,716		
CENSUS DIVISION CIRCULATION								
ALBERTA								
CEN. DIV. 08			45,500			357	1	8
* CEN. DIV. 09			5,500			3,918	71	83
REMAINDER OF CIRCULATION						441		9
RYCROFT				E 2				
RYCROFT SIGNAL		9/90			TUE.			
TOTAL PAID CIRCULATION						2,323		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 19			24,400			2,085	9	90
REMAINDER OF CIRCULATION						238		10
SEDGEWICK				K13				
SEDGEWICK COMMUNITY PRESS		6/89			TUE.			
TOTAL PAID CIRCULATION						3,575		
CENSUS DIVISION CIRCULATION								
ALBERTA								
* CEN. DIV. 07			13,900			2,932	21	82
REMAINDER OF CIRCULATION						643		18

* DENOTES HOME CENSUS DIVISION ● GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
ALBERTA							
STETTLER			L11				
STETTLER INDEPENDENT	● 3/90			WED.			
TOTAL PAID CIRCULATION					4,933		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 07		13,900			4,035	29	82
REMAINDER OF CIRCULATION					898		18
SYLVAN LAKE			L 9				
SYLVAN LAKE NEWS	● 3/90			TUE.			
TOTAL PAID CIRCULATION					998		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 08		45,500			907	2	91
REMAINDER OF CIRCULATION					91		9
THREE HILLS			M10				
THREE HILLS CAPITAL	6/90			WED.			
TOTAL PAID CIRCULATION					3,808		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 05		14,200			2,763	19	73
CEN. DIV. 06		291,800			405		11
REMAINDER OF CIRCULATION					640		17
WAINWRIGHT			K14				
WAINWRIGHT STAR CHRONICLE	● 6/90			TUE.			
TOTAL PAID CIRCULATION					2,854		
CENSUS DIVISION CIRCULATION							
ALBERTA							
* CEN. DIV. 07		13,900			2,556	18	90
REMAINDER OF CIRCULATION					298		10

* DENOTES HOME CENSUS DIVISION ● GROUP AUDIT PLAN PUBLICATION

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
BRITISH COLUMBIA							
CAMPBELL RIVER			K 5				
CAMPBELL RIVER COURIER	9/90			THUR.			
TOTAL PAID CIRCULATION					8,015		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* COMOX-STRATHCONA		30,700			7,882	26	98
REMAINDER OF CIRCULATION					133		2
CAMPBELL RIVER UPPER ISLANDER	9/90			TUE.			
TOTAL PAID CIRCULATION					6,651		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* COMOX-STRATHCONA		30,700			6,511	21	98
REMAINDER OF CIRCULATION					140		2
CASTLEGAR			M15				
CASTLEGAR NEWS	9/89			W & SUN.			
TOTAL PAID CIRCULATION					4,093		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* CENTRAL KOOTENAY		19,100			3,812	20	93
REMAINDER OF CIRCULATION					281		7
COURTENAY			L 5				
COURTENAY COMOX DISTRICT FREE PRESS	9/90			W & F			
TOTAL PAID CIRCULATION					10,215		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* COMOX-STRATHCONA		30,700			9,942	32	97
REMAINDER OF CIRCULATION					273		3
CRESTON			M17				
CRESTON VALLEY ADVANCE	9/90			M & TH			
TOTAL PAID CIRCULATION					3,830		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* CENTRAL KOOTENAY		19,100			3,423	18	89
REMAINDER OF CIRCULATION					407		11
PORT HARDY			K 2				
PORT HARDY NORTH ISLAND GAZETTE	9/89			WED.			
TOTAL PAID CIRCULATION					3,247		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* MOUNT WADDINGTON		4,800			2,917	61	90
REMAINDER OF CIRCULATION					330		10
POWELL RIVER			L 6				
POWELL RIVER NEWS	9/90			WED.			
TOTAL PAID CIRCULATION					5,369		

* DENOTES HOME REGIONAL DISTRICT

WEEKLY NEWSPAPER CIRCULATION BY MARKETS & REGIONAL DISTRICTS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
BRITISH COLUMBIA							
POWELL RIVER (CONT.)			L 6				
POWELL RIVER NEWS	9/90			WED.			
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* POWELL RIVER		7,400			5,163	70	96
REMAINDER OF CIRCULATION					206		4
REVELSTOKE			I15				
REVELSTOKE REVIEW	9/90			WED.			
TOTAL PAID CIRCULATION					3,149		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
* COLUMBIA-SHUSWAP		15,600			2,431	16	77
REMAINDER OF CIRCULATION					718		23
RICHMOND			E10				
RICHMOND BUY AND SELL PRESS	# 9/90			THUR.			
TOTAL PAID CIRCULATION					40,807		
REGIONAL DISTRICT CIRCULATION							
BRITISH COLUMBIA							
CAPITAL		122,300			484		1
CEN. FRAZER VALLEY		56,200			1,161	2	3
CENTRAL OKANAGAN		40,100			292	1	1
DEWDNEY-ALOUETTE		30,000			1,770	6	4
FRASER-CHEAM		24,900			904	4	2
* GREATER VANCOUVER		557,400			32,577	6	80
NANAIMO		37,600			253	1	1
SQUAMISH-LILLOOET		8,600			441	5	1
SUNSHINE COAST		7,700			375	5	1
THOMPSON-NICOLA		36,400			353	1	1
REMAINDER OF CIRCULATION					2,197		5

* DENOTES HOME REGIONAL DISTRICT # DENOTES PUBLICATION AUDITED ANNUALLY

WEEKLY NEWSPAPER CIRCULATION BY MARKETS

TERRITORY CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOT
NORTHWEST TERR.							
HAY RIVER			M 6				
HAY RIVER HUB	6/90			WED.			
TOTAL PAID CIRCULATION					2,033		
NORTHWEST TERR.							
* FORT SMITH		9,500			1,678	18	83
REMAINDER OF CIRCULATION					355		17

* DENOTES HOME TERRITORY

When you don't have time to cross-reference data from several sources, let ABC's Circulation Data Bank help.

Data Bank stock diskettes and custom reports can combine ABC data with your proprietary data to give you a single-source, custom-designed tool. Get the circulation data that meets your specific media planning and evaluation needs from ABC's Data Bank.

Call **(708) 605-0909** to order your stock diskette or custom report today.

Part II

SECTION B

Weekly Newspaper Circulation & Coverage Analysis By County, Census Division, Regional District or Territory

These alphabetical and numeric listings of counties or census divisions by province report the circulation and circulation/occupied household ratio of all weekly newspaper members having circulation of at least 250 copies or a 5 percent circulation/occupied household ratio.

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

NEWFOUNDLAND

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 01	73,600	R13			
CEN. DIV. 02	8,500	R10			
CEN. DIV. 03	7,100	P 7			
CEN. DIV. 04	8,100	O 3			
CEN. DIV. 05	13,900	M 5			
CEN. DIV. 06	12,500	N 8			
CEN. DIV. 07	13,300	N11			
CEN. DIV. 08	15,300	L 7			
CEN. DIV. 09	6,900	I 6			
CEN. DIV. 10	7,700	E 4			

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

PRINCE EDWARD ISLAND

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
KINGS	6,500	F14			
* MONTAGUE EASTERN GRAPHIC			WED.	3,867	59
PRINCE	14,800	D11			
* ALBERTON WEST PRINCE GRAPHIC			WED.	1,495	10
QUEENS	22,300	F13			
MONTAGUE EASTERN GRAPHIC			WED.	1,765	8

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

NOVA SCOTIA

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ANNAPOLIS	9,100	J10			
ANTIGONISH	6,000	G15			
PORT HAWKESBURY REPORTER			WED.	836	14
CAPE BRETON	40,300	F18			
COLCHESTER	16,500	H13			
CUMBERLAND	13,500	H11			
DIGBY	7,700	K 9			
YARMOUTH VANGUARD			TUE.	1,575	20
GUYSBOROUGH	4,300	H15			
PORT HAWKESBURY REPORTER			WED.	895	21
HALIFAX	113,500	I14			
HANTS	13,600	I12			
INVERNESS	6,800	F16			
* PORT HAWKESBURY REPORTER			WED.	2,512	37
KINGS	19,700	I11			
* KENTVILLE ADVERTISER			TUE.	8,854	45
LUNENBERG	17,500	J11			
PICTOU	17,500	H14			
QUEENS	4,700	K10			
RICHMOND	3,600	G17			
PORT HAWKESBURY REPORTER			WED.	1,409	39
SHELBURNE	6,500	L10			
YARMOUTH VANGUARD			TUE.	307	5
VICTORIA	2,900	E17			
YARMOUTH	9,900	L 9			
* YARMOUTH VANGUARD			TUE.	8,230	83

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

NEW BRUNSWICK

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ALBERT	8,000	G10			
CARLETON	9,000	F 4			
CHARLOTTE	10,100	I 5			
GLOUCESTER	27,800	B 8			
* BATHURST NORTHERN LIGHT			WED.	7,354	26
KENT	11,200	E 9			
KINGS	19,900	H 8			
* SUSSEX KINGS COUNTY RECORD			TUE.	4,167	21
MADAWASKA	12,700	C 3			
* EDMUNDSTON LE MADAWASKA (F)			WED.	7,381	58
MONTREAL ECHOS VEDETTES (F)			SAT.	255	2
NORTHUMBERLAND	17,300	D 7			
* CHATHAM MIRAMICHI WEEKEND			WEEKEND	8,275	48
* DOAKTOWN MIRAMICHI HEADWATERS			TUE.	982	6
* NEWCASTLE MIRAMICHI LEADER			WED.	7,628	44
QUEENS	4,700	G 8			
SUSSEX KINGS COUNTY RECORD			TUE.	266	6
RESTIGOUCHE	13,400	B 5			
* DALHOUSIE NEWS			WED.	2,272	17
SAINT JOHN	30,300	M14			
SUSSEX KINGS COUNTY RECORD			TUE.	366	1
SUNBURY	6,800	G 7			
VICTORIA	7,400	D 4			
EDMUNDSTON LE MADAWASKA (F)			WED.	632	9
WESTMORLAND	39,200	F10			
* SACKVILLE TRIBUNE-POST			WED.	2,990	8
SUSSEX KINGS COUNTY RECORD			TUE.	288	1
YORK	29,000	G 5			

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ABITIBI	35,800	J 3			
* L'ECHO D'AMOS (F)			TUE.	3,650	10
MONTREAL ECHOS VEDETTES (F)			SAT.	3,702	10
ROUYN LA FRONTIERE (F)			TUE.	1,807	5
* VAL D'OR L'ECHO ABITIBIEN (F)			TUE.	9,077	25
* LA SARRE L'ECHO D'ABITIBI-OUEST (F)			TUE.	2,494	7
ARGENTEUIL	13,000	O 6			
MONTREAL ECHOS VEDETTES (F)			SAT.	816	6
ARTHABASKA	23,100	O15			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,679	7
* VICTORIAVILLE L'UNION (F)			WED.	9,893	43
BAGOT	10,400	Q12			
MONTREAL ECHOS VEDETTES (F)			SAT.	739	8
LE COURRIER DE SAINT HYACINTHE (F)			WED.	2,935	28
BEAUCE	28,300	N19			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,910	7
BEAUHARNOIS	21,500	R27			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,925	9
BELLECHASSE	7,800	L21			
MONTREAL ECHOS VEDETTES (F)			SAT.	638	8
BERTHIER	12,600	M10			
JOLIETTE JOURNAL (F)			WED.	1,166	9
L'ECHO DE LOUISEVILLE/BERTHIER (F)			WED.	3,061	24
MONTREAL ECHOS VEDETTES (F)			SAT.	1,574	12
BONAVENTURE	13,600	D30			
* NEW CARLISLE SPEC			TUE.	958	7
MONTREAL ECHOS VEDETTES (F)			SAT.	607	4
BROME	6,700	S13			
CHAMBLY	122,800	P30			
MONTREAL ECHOS VEDETTES (F)			SAT.	6,558	5
CHAMPLAIN	46,700	L13			
MONTREAL ECHOS VEDETTES (F)			SAT.	3,651	8
CHARLEVOIX-EST	5,900	G20			
MONTREAL ECHOS VEDETTES (F)			SAT.	627	11
CHARLEVOIX-OUEST	4,400	G19			
MONTREAL ECHOS VEDETTES (F)			SAT.	436	10
CHATEAUGUAY	22,600	S28			
HUNTINGDON GLEANER			WED.	1,160	5
MONTREAL ECHOS VEDETTES (F)			SAT.	1,270	6

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CHICOUTIMI	62,800	J 8			
MONTREAL ECHOS VEDETTES (F)			SAT.	3,657	6
COMPTON	7,300	R17			
MONTREAL ECHOS VEDETTES (F)			SAT.	312	4
DEUX-MONTAGNES	30,000	O26			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,008	7
ST JEROME L'ECHO DU NORD (F)			WED.	541	2
DORCHESTER	10,700	M20			
MONTREAL ECHOS VEDETTES (F)			SAT.	911	9
DRUMMOND	28,200	P14			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,823	10
VICTORIAVILLE L'UNION (F)			WED.	295	1
FRONTENAC	9,700	Q19			
MONTREAL ECHOS VEDETTES (F)			SAT.	791	8
GASPE-EST	13,400	C31			
NEW CARLISLE SPEC			TUE.	849	6
MONTREAL ECHOS VEDETTES (F)			SAT.	848	6
GASPE-OUEST	4,800	B30			
MATANE LA VOIX GASPESIENNE (F)			WED.	296	6
MONTREAL ECHOS VEDETTES (F)			SAT.	503	10
GATINEAU	20,700	M 4			
MONTREAL ECHOS VEDETTES (F)			SAT.	515	2
HULL	55,600	R 2			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,007	4
HUNTINGDON	6,800	S25			
* HUNTINGDON GLEANER			WED.	2,594	38
IBERVILLE	9,200	R32			
MONTREAL ECHOS VEDETTES (F)			SAT.	706	8
SAINT JEAN LE CANADA FRANCAIS (F)			WED.	3,630	39
ILE-DE-MONTREAL	752,700	E12			
* MONTREAL ECHOS VEDETTES (F)			SAT.	35,711	5
ILE-JESUS	112,200	C12			
MONTREAL ECHOS VEDETTES (F)			SAT.	6,136	5
ILES-DE-LA-MADELEINE	4,700	J24			
* CAP AUX MEULES LE RADAR (F)			TUE.	2,210	47
JOLIETTE	25,700	L30			
* JOLIETTE JOURNAL (F)			WED.	7,587	30
MONTREAL ECHOS VEDETTES (F)			SAT.	2,692	10

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
KAMOURASKA	10,300	H21			
MONTREAL ECHOS VEDETTES (F)			SAT.	871	8
RIVIERE DU LOUP LE SAINT-LAURENT ECHO(F)			TUE.	891	9
LABELLE	13,200	M 4			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,313	10
LAC-ST-JEAN-EST	16,000	J 7			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,162	7
LAC-ST-JEAN-OUEST	20,700	J 6			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,652	8
LAPRAIRIE	42,300	Q30			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,184	5
L'ASSOMPTION	48,100	N28			
MONTREAL ECHOS VEDETTES (F)			SAT.	3,196	7
LEVIS	38,600	L18			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,533	7
L'ISLET	6,600	I20			
MONTREAL ECHOS VEDETTES (F)			SAT.	786	12
LOTBINIERE	10,400	M16			
MONTREAL ECHOS VEDETTES (F)			SAT.	719	7
MASKINONGE	7,800	L10			
* L'ECHO DE LOUISEVILLE/BERTHIER (F)			WED.	3,818	49
MONTREAL ECHOS VEDETTES (F)			SAT.	1,102	14
MATANE	11,000	C27			
* MATANE LA VOIX GASPESIENNE (F)			WED.	5,058	46
MONTREAL ECHOS VEDETTES (F)			SAT.	780	7
MATAPEDIA	8,100	D26			
MONTREAL ECHOS VEDETTES (F)			SAT.	495	6
MEGANTIC	19,000	N17			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,552	8
* PLESSISVILLE LA FEUILLE D'ERABLE (F)			TUE.	3,691	19
VICTORIAVILLE L'UNION (F)			WED.	938	5
MISSISQUOI	13,100	T12			
MONTREAL ECHOS VEDETTES (F)			SAT.	847	6
SAINT JEAN LE CANADA FRANCAIS (F)			WED.	318	2
MONTCALM	12,300	L28			
JOLIETTE JOURNAL (F)			WED.	975	8
MONTREAL ECHOS VEDETTES (F)			SAT.	1,321	11
MONTMAGNY	8,700	E21			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,162	13

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
MONTMORENCY NO. 1	8,300	H18			
MONTREAL ECHOS VEDETTES (F)			SAT.	602	7
MONTMORENCY NO. 2	2,400	D19			
MONTREAL ECHOS VEDETTES (F)			SAT.	125	5
NAPIERVILLE	5,200	R29			
MONTREAL ECHOS VEDETTES (F)			SAT.	569	11
SAINT JEAN LE CANADA FRANCAIS (F)			WED.	310	6
NICOLET	11,700	N14			
MONTREAL ECHOS VEDETTES (F)			SAT.	877	8
VICTORIAVILLE L'UNION (F)			WED.	321	3
NOUVEAU-QUEBEC	9,200	D 4			
* CHIBOUGAMAU LA SENTINELLE (F)			TUE.	2,644	29
MONTREAL ECHOS VEDETTES (F)			SAT.	734	8
PAPINEAU	16,000	O 4			
MONTREAL ECHOS VEDETTES (F)			SAT.	866	5
PONTIAC	7,300	M 3			
* SHAWVILLE EQUITY			WED.	3,128	43
PORTNEUF	23,600	J15			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,636	7
QUEBEC	183,600	D17			
MONTREAL ECHOS VEDETTES (F)			SAT.	12,841	7
RICHELIEU	19,600	M32			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,941	10
LE COURRIER DE SAINT HYACINTHE (F)			WED.	316	2
RICHMOND	13,800	Q15			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,043	8
RIMOUSKI	26,100	E24			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,853	7
RIVIERE-DU-LOUP	14,400	G22			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,344	9
* RIVIERE DU LOUP LE SAINT-LAURENT ECHO(F)			TUE.	4,624	32
ROUVILLE	16,600	Q33			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,191	7
LE COURRIER DE SAINT HYACINTHE (F)			WED.	381	2
SAGUENAY	32,100	F 7			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,770	9
ST-HYACINTHE	22,800	O32			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,310	10
* LE COURRIER DE SAINT HYACINTHE (F)			WED.	9,205	40

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ST-JEAN	23,900	R31			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,011	8
* SAINT JEAN LE CANADA FRANCAIS (F)			WED.	11,340	47
ST-MAURICE	45,100	L12			
L'ECHO DE LOUISEVILLE/BERTHIER (F)			WED.	758	2
MONTREAL ECHOS VEDETTES (F)			SAT.	3,817	8
SHEFFORD	29,700	R13			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,109	7
LE COURRIER DE SAINT HYACINTHE (F)			WED.	273	1
SHERBROOKE	50,400	R15			
MONTREAL ECHOS VEDETTES (F)			SAT.	2,416	5
SOULANGES	6,800	R25			
MONTREAL ECHOS VEDETTES (F)			SAT.	525	8
STANSTEAD	15,300	S15			
MONTREAL ECHOS VEDETTES (F)			SAT.	865	6
TEMISCAMINGUE	20,200	K 2			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,678	8
* ROUYN LA FRONTIERE (F)			TUE.	8,720	43
VAL D'OR L'ECHO ABITIBIEN (F)			TUE.	317	2
TEMISCOUATA	6,600	G23			
MONTREAL ECHOS VEDETTES (F)			SAT.	522	8
RIVIERE DU LOUP LE SAINT-LAURENT ECHO(F)			TUE.	719	11
TERREBONNE	80,600	M26			
MONTREAL ECHOS VEDETTES (F)			SAT.	6,925	9
* ST JEROME L'ECHO DU NORD (F)			WED.	8,946	11
VAUDREUIL	21,800	Q25			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,265	6
VERCHERES	24,400	N31			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,594	7
WOLFE	5,300	P17			
MONTREAL ECHOS VEDETTES (F)			SAT.	307	6
YAMASKA	5,200	O12			
MONTREAL ECHOS VEDETTES (F)			SAT.	554	11

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ALGOMA	44,400	D12			
BRANT	40,700	R16			
BRUCE	22,600	M14			
* CHESLEY ENTERPRISE			WED.	2,062	9
HANOVER POST			TUE.	762	3
* PORT ELGIN BEACON TIMES			WED.	3,894	17
* PAISLEY TARA ADVOCATE LEADER			WED.	717	3
* WIARTON ECHO			WED.	3,523	16
COCHRANE	34,300	E 6			
* COCHRANE NORTHLAND POST			WED.	2,509	7
* IROQUOIS FALLS ENTERPRISE			WED.	2,499	7
DUFFERIN	12,300	O17			
* ORANGEVILLE BANNER			W & F	5,715	46
DURHAM	128,000	I10			
LINDSAY POST			THUR.	661	1
ELGIN	25,700	S13			
* AYLMER EXPRESS			WED.	3,594	14
TILLSONBURG NEWS			M,W,F	751	3
ESSEX	122,900	T 8			
* LEAMINGTON POST			TUE.	6,298	5
FRONTENAC	46,500	M27			
GREY	29,900	M16			
CHESLEY ENTERPRISE			WED.	337	1
COLLINGWOOD ENTERPRISE-BULLETIN			W & SAT.	296	1
* DURHAM CHRONICLE			WED.	1,737	6
* MARKDALE STANDARD			WED.	1,415	5
* HANOVER POST			TUE.	3,654	12
* MEAFORD EXPRESS			WED.	2,366	8
HALDIMAND-NORFOLK	35,000	S16			
* DELHI NEWS-RECORD			WED.	3,092	9
* DUNNVILLE CHRONICLE			WED.	3,688	11
TILLSONBURG NEWS			M,W,F	1,130	3
HALIBURTON	5,300	K22			
* HALIBURTON COUNTY ECHO			WED.	3,782	71
HALTON	99,200	L 5			
HAMILTON-WENTWORTH	166,400	M 4			
HASTINGS	45,400	O25			
* TRENTON TRENTONIAN AND TRI-COUNTY NEWS			M,W,F	6,827	15
HURON	21,000	O13			

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
KENORA	21,300	C 4			
* DRYDEN OBSERVER			TUE.	5,832	27
KENT	39,600	T11			
* BLENHEIM NEWS-TRIBUNE			WED.	2,930	7
LAMBTON	48,800	R11			
LANARK	20,100	L28			
* ALMONTE GAZETTE			WED.	2,464	12
ARNPRIOR CHRONICLE-GUIDE			WED.	321	2
* CARLETON PLACE CANADIAN			WED.	3,528	18
* PERTH COURIER			WED.	5,254	26
* SMITH FALLS RECORD NEWS			WED.	3,728	19
LEEDS & GRENVILLE	32,000	N29			
* GANANOQUE REPORTER			WED.	4,066	13
SMITH FALLS RECORD NEWS			WED.	696	2
LENNOX & ADDINGTON	12,800	O26			
MANITOULIN	3,800	G13			
* LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	2,970	78
MIDDLESEX	134,000	R13			
* STRATHROY AGE DISPATCH			WED.	5,340	4
MUSKOKA	17,400	K20			
* BRACEBRIDGE HERALD-GAZETTE			WED.	4,338	25
* GRAVENHURST NEWS			WED.	2,161	12
* HUNTSVILLE FORESTER			WED.	4,822	28
NIAGARA	142,800	P 8			
NIPISSING	30,200	G22			
NORTHUMBERLAND	27,500	O23			
TRENTON TRENTONIAN AND TRI-COUNTY NEWS			M,W,F	997	4
OTTAWA-CARLETON	249,800	K29			
ALEXANDRIA GLENGARRY NEWS			WED.	323	
ARNPRIOR CHRONICLE-GUIDE			WED.	779	
* STITTSVILLE NEWS			WED.	3,556	1
MONTREAL ECHOS VEDETTES (F)			SAT.	650	
OXFORD	33,200	R15			
DELHI NEWS-RECORD			WED.	374	1
* TILLSONBURG NEWS			M,W,F	4,587	14
PARRY•SOUND	14,000	I19			
HUNTSVILLE FORESTER			WED.	276	2
PEEL	201,800	K 6			
ORANGEVILLE BANNER			W & F	493	

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
PERTH	25,700	P14			
PETERBOROUGH	44,000	N23			
PRESCOTT & RUSSELL	22,000	K32			
ALEXANDRIA GLENGARRY NEWS			WED.	479	2
MONTREAL ECHOS VEDETTES (F)			SAT.	409	2
PRINCE EDWARD	8,600	P25			
TRENTON TRENTONIAN AND TRI-COUNTY NEWS			M,W,F	447	5
RAINY RIVER	8,400	F 2			
* ATIKOKAN PROGRESS			WED.	1,638	20
* FORT FRANCES TIMES			WED.	5,299	63
RENFREW	34,000	J26			
* ARNPRIOR CHRONICLE-GUIDE			WED.	4,079	12
* RENFREW MERCURY			WED.	5,983	18
SIMCOE	98,200	M19			
* ALLISTON HERALD			WED.	5,418	6
* COLLINGWOOD ENTERPRISE-BULLETIN			W & SAT.	5,272	5
* MIDLAND FREE PRESS			W & F	6,682	7
STOR. , DUN. & GLEN.	39,500	L32			
* ALEXANDRIA GLENGARRY NEWS			WED.	6,126	16
SUDBURY RM	57,000	D16			
LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	552	1
SUDBURY DISTRICT	9,100	C16			
THUNDER BAY	60,700	E 4			
TIMISKAMING	15,200	F 7			
MONTREAL ECHOS VEDETTES (F)			SAT.	397	3
TORONTO	842,600	K 8			
LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	253	
VICTORIA	23,000	M21			
HALIBURTON COUNTY ECHO			WED.	258	1
* LINDSAY POST			THUR.	4,056	18
WATERLOO	128,400	L 2			
WELLINGTON	55,200	O16			
YORK	136,800	J 7			

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

MANITOBA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 01	5,700	Q13			
STEINBACH CARILLON			WED.	1,096	19
CEN. DIV. 02	13,900	R11			
* STEINBACH CARILLON			WED.	7,868	57
CEN. DIV. 03	13,800	S 9			
STEINBACH CARILLON			WED.	695	5
CEN. DIV. 04	3,800	S 8			
CEN. DIV. 05	6,000	S 3			
CEN. DIV. 06	3,900	Q 2			
* VIRDEN EMPIRE-ADVANCE			WED.	2,396	61
CEN. DIV. 07	21,200	Q 5			
CEN. DIV. 08	5,400	P 7			
CEN. DIV. 09	8,900	Q 8			
CEN. DIV. 10	2,100	Q10			
CEN. DIV. 11	235,200	G11			
STEINBACH CARILLON			WED.	1,232	1
CEN. DIV. 12	6,000	Q11			
STEINBACH CARILLON			WED.	371	6
CEN. DIV. 13	11,700	P11			
CEN. DIV. 14	4,800	P10			
CEN. DIV. 15	9,200	O 3			
CEN. DIV. 16	4,600	M 2			
YORKTON ENTERPRISE			M & W	282	6
CEN. DIV. 17	10,800	M 5			
CEN. DIV. 18	8,100	N 9			
CEN. DIV. 19	3,300	L14			
CEN. DIV. 20	4,700	G 2			
CEN. DIV. 21	7,500	E 2			
CEN. DIV. 22	8,100	E 4			
CEN. DIV. 23	2,400	C 3			

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

SASKATCHEWAN

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 01	11,600	S14			
* CARLYLE OBSERVER			TUE.	1,529	13
* ESTEVAN MERCURY			WED.	4,095	35
MOOSOMIN WORLD-SPECTATOR			WED.	525	5
* REDVERS OPTIMIST			TUE.	1,125	10
CEN. DIV. 02	9,400	S10			
* BENGOUGH CROSS-COUNTRY CONNECTION			MON.	592	6
* RADVILLE STAR			WED.	720	8
* WEYBURN REVIEW			TUE.	5,149	55
CEN. DIV. 03	6,800	S 7			
* ASSINIBOIA TIMES			TUE.	2,996	44
CEN. DIV. 04	4,900	R 3			
ASSINIBOIA TIMES			TUE.	237	5
* MAPLE CREEK NEWS			TUE.	1,635	33
SWIFT CURRENT SUN			M & W	287	6
CEN. DIV. 05	14,200	P14			
* ESTERHAZY-POTASHVILLE MINER-JOURNAL			WED.	1,838	13
INDIAN HEAD WOLSELEY NEWS			TUE.	439	3
* LANGENBURG FOUR-TOWN JOURNAL			WED.	1,616	11
* LEMBERG HIGHWAY 22 REVIEW			WED.	289	2
* MELVILLE ADVANCE			WED.	3,268	23
* MOOSOMIN WORLD-SPECTATOR			WED.	2,342	16
* WHITEWOOD HERALD			MON.	688	5
YORKTON ENTERPRISE			M & W	1,686	12
CEN. DIV. 06	80,900	P10			
* BALGONIE CITY'S EDGE			WED.	666	1
* INDIAN HEAD WOLSELEY NEWS			TUE.	1,473	2
MELVILLE ADVANCE			WED.	306	
NOKOMIS LAST MOUNTAIN TIMES			MON.	591	1
WEYBURN REVIEW			TUE.	411	1
CEN. DIV. 07	19,700	P 7			
ASSINIBOIA TIMES			TUE.	449	2
OUTLOOK THE OUTLOOK			MON.	357	2
SWIFT CURRENT SUN			M & W	302	2
CEN. DIV. 08	13,000	O 3			
KINDERSLEY CLARION			WED.	357	3
* LEADER NEWS			WED.	880	7
MAPLE CREEK NEWS			TUE.	443	3
* SWIFT CURRENT SUN			M & W	3,992	31
CEN. DIV. 09	16,000	M13			
* CANORA COURIER			WED.	2,215	14
FOAM LAKE REVIEW			MON.	306	2
* KAMSACK TIMES			THUR.	1,750	11
* NORQUAY NORTH STAR			THUR.	808	5
* PREECEVILLE PROGRESS			THUR.	1,474	9
WADENA NEWS			THUR.	336	2
* YORKTON ENTERPRISE			M & W	5,492	34

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

SASKATCHEWAN

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 10	8,600	M11			
* FOAM LAKE REVIEW			MON.	1,126	13
* ITUNA NEWS			MON.	768	9
ROSE VALLEY VIEW FROM HERE			TUE.	264	3
* WADENA NEWS			THUR.	1,692	20
* SEMANS HI-WAY 15 GAZETTE			MON.	966	11
* WYNYARD ADVANCE			MON.	1,458	17
YORKTON ENTERPRISE			M & W	950	11
CEN. DIV. 11	84,100	M 8			
* DAVIDSON LEADER			MON.	1,393	2
HUMBOLDT JOURNAL			WED.	323	
* LANIGAN ADVISOR			MON.	889	1
* NOKOMIS LAST MOUNTAIN TIMES			MON.	768	1
* OUTLOOK THE OUTLOOK			MON.	1,410	2
ROSTHERN SASKATCHEWAN VALLEY NEWS			THUR.	1,039	1
WADENA NEWS			THUR.	348	
* WATROUS MANITOU			MON.	1,717	2
CEN. DIV. 12	8,800	M 5			
NORTH BATTLEFORD NEWS-OPTIMIST			W & SUN.	620	7
OUTLOOK THE OUTLOOK			MON.	569	6
CEN. DIV. 13	9,100	L 2			
* CUT KNIFE HWY 40 COURIER			WED.	432	5
* KERROBERT CITIZEN			WED.	521	6
* KINDERSLEY CLARION			WED.	2,587	28
* UNITY NORTHWEST HERALD			THUR.	1,770	19
* WILKIE PRESS			WED.	692	8
CEN. DIV. 14	16,200	J12			
* HUDSON BAY POST REVIEW			WED.	2,357	15
* KELVINGTON RADIO			THUR.	754	5
* NIPAWIN JOURNAL			WED.	3,977	25
* ROSE VALLEY VIEW FROM HERE			TUE.	797	5
* TISDALE RECORDER			MON.	2,326	14
WADENA NEWS			THUR.	686	4
* NAICAM NEWS			MON.	619	4
CEN. DIV. 15	27,900	J 8			
* HUMBOLDT JOURNAL			WED.	2,942	11
* ROSTHERN SASKATCHEWAN VALLEY NEWS			THUR.	1,732	6
CEN. DIV. 16	14,000	I 6			
* NORTH BATTLEFORD NEWS-OPTIMIST			W & SUN.	2,798	20
* SHELLBROOK CHRONICLE			TUE.	1,978	14
* SPIRITWOOD HERALD			WED.	808	6
CEN. DIV. 17	12,100	H 3			
* MEADOW LAKE PROGRESS			TUE.	2,362	20
NORTH BATTLEFORD NEWS-OPTIMIST			W & SUN.	404	3
CEN. DIV. 18	6,400	C 3			
* LA RONGE NORTHERNER			WED.	1,575	25

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

ALBERTA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 01	22,100	R14			
CEN. DIV. 02	43,600	Q12			
* RAYMOND REVIEW			TUE.	1,742	4
CEN. DIV. 03	10,600	R 9			
* CARDSTON CHRONICLE			TUE.	1,720	16
* FORT MACLEOD GAZETTE			WED.	1,346	13
* PINCHER CREEK ECHO			TUE.	2,077	20
CEN. DIV. 04	4,300	N14			
CEN. DIV. 05	14,200	O10			
* THREE HILLS CAPITAL			WED.	2,763	19
CEN. DIV. 06	291,800	N 9			
* HIGH RIVER TIMES			TUE.	2,834	1
THREE HILLS CAPITAL			WED.	405	
CEN. DIV. 07	13,900	K13			
* CORONATION REVIEW			TUE.	975	7
* SEDGEWICK COMMUNITY PRESS			TUE.	2,932	21
* STETTLER INDEPENDENT			WED.	4,035	29
* WAINWRIGHT STAR CHRONICLE			TUE.	2,556	18
CEN. DIV. 08	45,500	K 9			
* ECKVILLE EXAMINER			TUE.	653	1
* LACOMBE GLOBE			WED.	3,624	8
* RIMBEY RECORD			TUE.	1,975	4
ROCKY MOUNTAIN HOUSE MOUNTAINEER			WED.	357	1
* SYLVAN LAKE NEWS			TUE.	907	2
CEN. DIV. 09	5,500	L 6			
* ROCKY MOUNTAIN HOUSE MOUNTAINEER			WED.	3,918	71
CEN. DIV. 10	27,400	I13			
CEN. DIV. 11	311,900	I 9			
CEN. DIV. 12	14,400	G13			
CEN. DIV. 13	20,300	F 4			
CEN. DIV. 14	9,000	G 3			
CEN. DIV. 15	9,200	N 7			
CEN. DIV. 16	14,000	C 5			
CEN. DIV. 17	14,700	C 3			
* FORT VERMILION NORTHERN PIONEER			WED.	925	6
FAIRVIEW POST			TUE.	711	5
* HIGH LEVEL ECHO			WED.	1,498	10
* MANNING BANNER POST			WED.	961	7

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

ALBERTA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 18	4,300	F 2			
CEN. DIV. 19	24,400	E 2			
* BEAVERLODGE ADVERTISER			WED.	1,672	7
* GRIMSHAW MILE ZERO NEWS			WED.	805	3
* FAIRVIEW POST			TUE.	2,402	10
* RYCROFT SIGNAL			TUE.	2,085	9

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

BRITISH COLUMBIA

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ALBERNI-CLAYOQUOT	11,200	M 4			
BULKLEY-NECHAKO	12,200	E 5			
CAPITAL	122,300	O 6			
RICHMOND BUY AND SELL PRESS			THUR.	484	
CARIBOO	19,700	H 8			
CENTRAL COAST	1,100	H 3			
CEN. FRAZER VALLEY	56,200	N 9			
RICHMOND BUY AND SELL PRESS			THUR.	1,161	2
CENTRAL KOOTENAY	19,100	L16			
* CASTLEGAR NEWS			W & SUN.	3,812	20
* CRESTON VALLEY ADVANCE			M & TH	3,423	18
CENTRAL OKANAGAN	40,100	L13			
RICHMOND BUY AND SELL PRESS			THUR.	292	1
COLUMBIA-SHUSWAP	15,600	I15			
* REVELSTOKE REVIEW			WED.	2,431	16
COMOX-STRATHCONA	30,700	L 4			
* CAMPBELL RIVER COURIER			THUR.	7,882	26
* CAMPBELL RIVER UPPER ISLANDER			TUE.	6,511	21
* COURTENAY COMOX DISTRICT FREE PRESS			W & F	9,942	32
COWICHAN VALLEY	21,700	N 6			
DEWDNEY-ALOUETTE	30,000	M 9			
RICHMOND BUY AND SELL PRESS			THUR.	1,770	6
EAST KOOTENAY	16,800	K18			
FORT NELSON-LAIRD	1,400	E 6			
FRASER-CHEAM	24,900	M10			
RICHMOND BUY AND SELL PRESS			THUR.	904	4
FRASER-FORT GEORGE	29,400	E 6			
GREATER VANCOUVER	557,400	D11			
* RICHMOND BUY AND SELL PRESS			THUR.	32,577	6
KITIMAT-STIKINE	12,700	D 4			
KOOTENAY BOUNDARY	11,700	M14			
MOUNT WADDINGTON	4,800	J 3			
* PORT HARDY NORTH ISLAND GAZETTE			WED.	2,917	61
NANAIMO	37,600	M 6			
RICHMOND BUY AND SELL PRESS			THUR.	253	1

* DENOTES NEWSPAPER PUBLISHED WITHIN REGIONAL DISTRICT

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

BRITISH COLUMBIA

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
NORTH OKANAGAN	22,500	K14			
OKANAGAN-SIMILKAMEEN	27,000	M12			
PEACE RIVER	16,600	0			
PEACE RIVER-LIARD		C 6			
POWELL RIVER	7,400	K 6			
* POWELL RIVER NEWS			WED.	5,163	70
SKEENA-Q.CHARLOTTE	7,800	D 3			
SQUAMISH-LILLOOET	8,600	K 8			
RICHMOND BUY AND SELL PRESS			THUR.	441	5
STIKINE	600	B 3			
SUNSHINE COAST	7,700	L 7			
RICHMOND BUY AND SELL PRESS			THUR.	375	5
THOMPSON-NICOLA	36,400	J11			
RICHMOND BUY AND SELL PRESS			THUR.	353	1

* DENOTES NEWSPAPER PUBLISHED WITHIN REGIONAL DISTRICT

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS

YUKON TERRITORY

TERRITORY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
YUKON	10,100	I 2			

* DENOTES NEWSPAPER PUBLISHED WITHIN TERRITORY

WEEKLY NEWSPAPER CIRCULATION & COVERAGE ANALYSIS

NORTHWEST TERR.

TERRITORY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS
BAFFIN	4,100	H16			
FORT SMITH	9,500	K 5			
* HAY RIVER HUB			WED.	1,678	18
INUVIK	2,400	H 5			
KEEWATIN	1,800	L11			
KITIKMEOT	1,300	H10			

* DENOTES NEWSPAPER PUBLISHED WITHIN TERRITORY

Audit Bureau of Circulations

Then and Now

85
80
75
70
65
60
55
ABC
?

The need for verified, audited circulation is just as important today as it was in 1914 when the Audit Bureau of Circulations was formed. While our basic role to audit and disseminate data remains unaltered, our founding fathers might not recognize us today.

Electronic auditing has long since replaced green eyeshades and ledger pads. Instant computer access to ABC-audited circulation data has replaced manual research and calculations. And ABC applications programs allow print media planning through desktop PCs.

While just a small group of visionaries gave birth to ABC, 4,800 advertisers, publishers and advertising agencies make up our membership today.

The Audit Bureau of Circulations upholds a proud tradition of self-regulation and service innovations. And we thank you—our members—for making that possible.

Integrity in a changing world.
Then and now.
Audit Bureau of
Circulations

Part II

SECTION C

Weekly Newspaper Circulation
By Province & City

Circulation of each ABC weekly newspaper member is reported in alphabetical sequence by province and city. Separate columns identify home county or census division, frequency of publication and total average paid circulation.

CIRCULATION OF WEEKLY NEWSPAPERS BY PROVINCE AND CITY

PROVINCE

CITY/PUBLICATION NAME	COUNTY (CENSUS DIV.)	FREQUENCY	TOTAL PAID CIRCULATION
PRINCE EDWARD ISLAND			
ALBERTON WEST PRINCE GRAPHIC	PRINCE	WED.	1,717
MONTAGUE EASTERN GRAPHIC	KINGS	WED.	5,996
TOTAL WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			7,713
NOVA SCOTIA			
KENTVILLE ADVERTISER	KINGS	TUE.	9,829
PORT HAWKESBURY REPORTER	INVERNESS	WED.	5,862
YARMOUTH VANGUARD	YARMOUTH	TUE.	10,811
TOTAL WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			26,502
NEW BRUNSWICK			
BATHURST NORTHERN LIGHT	GLOUCESTER	WED.	7,966
CHATHAM MIRAMICHI WEEKEND	NORTHUMBERLAND	WEEKEND	8,671
DALHOUSIE NEWS	RESTIGOUCHE	WED.	2,640
DOAKTOWN MIRAMICHI HEADWATERS	NORTHUMBERLAND	TUE.	1,225
EDMUNDSTON LE MADAWASKA (F)	MADAWASKA	WED.	9,446
NEWCASTLE MIRAMICHI LEADER	NORTHUMBERLAND	WED.	8,734
SACKVILLE TRIBUNE-POST	WESTMORLAND	WED.	3,712
SUSSEX KINGS COUNTY RECORD	KINGS	TUE.	5,518
TOTAL WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			47,912
QUEBEC			
L'ECHO D'AMOS (F)	ABITIBI	TUE.	3,783
CAP AUX MEULES LE RADAR (F)	ILES-DE-LA-MADELEINE	TUE.	2,529
CHIBOUGAMAU LA SENTINELLE (F)	NOUVEAU-QUEBEC	TUE.	2,716
HUNTINGDON GLEANER	HUNTINGDON	WED.	4,463
JOLIETTE JOURNAL (F)	JOLIETTE	WED.	10,206
LA SARRE L'ECHO D'ABITIBI-OUEST (F)	ABITIBI	TUE.	2,676
L'ECHO DE LOUISEVILLE/BERTHIER (F)	MASKINONGE	WED.	7,883
MATANE LA VOIX GASPESIENNE (F)	MATANE	WED.	5,885
MONTREAL ECHOS VEDETTES (F)	ILE-DE-MONTREAL	SAT.	167,609
NEW CARLISLE SPEC	BONAVENTURE	TUE.	3,191
PLESSISVILLE LA FEUILLE D'ERABLE (F)	MEGANTIC	TUE.	4,438
RIVIERE DU LOUP LE SAINT-LAURENT ECHO(F)	RIVIERE-DU-LOUP	TUE.	6,829
ROUYN LA FRONTIERE (F)	TEMISCAMINGUE	TUE.	10,686
LE COURRIER DE SAINT HYACINTHE (F)	ST-HYACINTHE	WED.	13,611
SAINT JEAN LE CANADA FRANCAIS (F)	ST-JEAN	WED.	16,002
ST JEROME L'ECHO DU NORD (F)	TERREBONNE	WED.	9,931
SHAWVILLE EQUITY	PONTIAC	WED.	4,442
VAL D'OR L'ECHO ABITIBIEN (F)	ABITIBI	TUE.	9,851
VICTORIAVILLE L'UNION (F)	ARTHABASKA	WED.	12,173
TOTAL WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			298,904

CIRCULATION OF WEEKLY NEWSPAPERS BY PROVINCE AND CITY

PROVINCE CITY/PUBLICATION NAME	COUNTY (CENSUS DIV.)	FREQUENCY	TOTAL PAID CIRCULATION
ONTARIO			
ALEXANDRIA GLENGARRY NEWS	STOR. , DUN. & GLEN.	WED.	7,948
ALLISTON HERALD	SIMCOE	WED.	6,027
ALMONTE GAZETTE	LANARK	WED.	3,004
ARNPRIOR CHRONICLE-GUIDE	RENFREW	WED.	5,453
ATIKOKAN PROGRESS	RAINY RIVER	WED.	2,012
AYLMER EXPRESS	ELGIN	WED.	4,035
BLENHEIM NEWS-TRIBUNE	KENT	WED.	3,274
BRACEBRIDGE HERALD-GAZETTE	MUSKOKA	WED.	5,157
CARLETON PLACE CANADIAN	LANARK	WED.	4,042
CHESLEY ENTERPRISE	BRUCE	WED.	2,647
COCHRANE NORTHLAND POST	COCHRANE	WED.	2,895
COLLINGWOOD ENTERPRISE-BULLETIN	SIMCOE	W & SAT.	5,904
DELHI NEWS-RECORD	HALDIMAND-NORFOLK	WED.	3,863
DRYDEN OBSERVER	KENORA	TUE.	6,554
DUNNVILLE CHRONICLE	HALDIMAND-NORFOLK	WED.	3,985
DURHAM CHRONICLE	GREY	WED.	2,150
FORT FRANCES TIMES	RAINY RIVER	WED.	6,526
GANANOQUE REPORTER	LEEDS & GRENVILLE	WED.	4,596
GRAVENHURST NEWS	MUSKOKA	WED.	2,458
HALIBURTON COUNTY ECHO	HALIBURTON	WED.	4,891
HANOVER POST	GREY	TUE.	4,685
HUNTSVILLE FORESTER	MUSKOKA	WED.	5,908
IROQUOIS FALLS ENTERPRISE	COCHRANE	WED.	2,917
LEAMINGTON POST	ESSEX	TUE.	6,463
LINDSAY POST	VICTORIA	THUR.	5,501
LITTLE CURRENT MANITOULIN EXPOSITOR	MANITOULIN	WED.	5,540
MARKDALE STANDARD	GREY	WED.	1,631
MEAFORD EXPRESS	GREY	WED.	2,825
MIDLAND FREE PRESS	SIMCOE	W & F	6,875
ORANGEVILLE BANNER	DUFFERIN	W & F	6,501
PAISLEY TARA ADVOCATE LEADER	BRUCE	WED.	816
PERTH COURIER	LANARK	WED.	6,393
PORT ELGIN BEACON TIMES	BRUCE	WED.	4,312
RENFREW MERCURY	RENFREW	WED.	7,089
SMITH FALLS RECORD NEWS	LANARK	WED.	4,871
STITTSVILLE NEWS	OTTAWA-CARLETON	WED.	3,710
STRATHROY AGE DISPATCH	MIDDLESEX	WED.	5,712
TILLSONBURG NEWS	OXFORD	M,W,F	6,713
TRENTON TRENTONIAN AND TRI-COUNTY NEWS	HASTINGS	M,W,F	8,385
WIARTON ECHO	BRUCE	WED.	4,657
TOTAL WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			188,925
MANITOBA			
STEINBACH CARILLON	CEN. DIV. 02	WED.	12,259
VIRDEN EMPIRE-ADVANCE	CEN. DIV. 06	WED.	3,450
TOTAL WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			15,709

CIRCULATION OF WEEKLY NEWSPAPERS BY PROVINCE AND CITY

PROVINCE

CITY/PUBLICATION NAME	COUNTY (CENSUS DIV.)	FREQUENCY	TOTAL PAID CIRCULATION
SASKATCHEWAN			
ASSINIBOIA TIMES	CEN. DIV. 03	TUE.	5,491
BALGONIE CITY'S EDGE	CEN. DIV. 06	WED.	681
BENGOUGH CROSS-COUNTRY CONNECTION	CEN. DIV. 02	MON.	967
CANORA COURIER	CEN. DIV. 09	WED.	2,707
CARLYLE OBSERVER	CEN. DIV. 01	TUE.	2,025
CUT KNIFE HWY 40 COURIER	CEN. DIV. 13	WED.	766
DAVIDSON LEADER	CEN. DIV. 11	MON.	1,894
ESTERHAZY-POTASHVILLE MINER-JOURNAL	CEN. DIV. 05	WED.	2,170
ESTEVAN MERCURY	CEN. DIV. 01	WED.	4,871
FOAM LAKE REVIEW	CEN. DIV. 10	MON.	2,158
HUDSON BAY POST REVIEW	CEN. DIV. 14	WED.	2,720
HUMBOLDT JOURNAL	CEN. DIV. 15	WED.	4,257
INDIAN HEAD WOLSELEY NEWS	CEN. DIV. 06	TUE.	2,474
ITUNA NEWS	CEN. DIV. 10	MON.	1,220
KAMSACK TIMES	CEN. DIV. 09	THUR.	2,101
KELVINGTON RADIO	CEN. DIV. 14	THUR.	1,404
KERROBERT CITIZEN	CEN. DIV. 13	WED.	706
KINDERSLEY CLARION	CEN. DIV. 13	WED.	3,383
LANGENBURG FOUR-TOWN JOURNAL	CEN. DIV. 05	WED.	2,141
LA RONGE NORTHERNER	CEN. DIV. 18	WED.	2,211
LANIGAN ADVISOR	CEN. DIV. 11	MON.	1,095
LEADER NEWS	CEN. DIV. 08	WED.	1,214
LEMBERG HIGHWAY 22 REVIEW	CEN. DIV. 05	WED.	396
MAPLE CREEK NEWS	CEN. DIV. 04	TUE.	2,881
MEADOW LAKE PROGRESS	CEN. DIV. 17	TUE.	3,249
MELVILLE ADVANCE	CEN. DIV. 05	WED.	4,254
MOOSOMIN WORLD-SPECTATOR	CEN. DIV. 05	WED.	3,913
NAICAM NEWS	CEN. DIV. 14	MON.	932
NIPAWIN JOURNAL	CEN. DIV. 14	WED.	4,940
NOKOMIS LAST MOUNTAIN TIMES	CEN. DIV. 11	MON.	1,890
NORQUAY NORTH STAR	CEN. DIV. 09	THUR.	1,015
NORTH BATTLEFORD NEWS-OPTIMIST	CEN. DIV. 16	W & SUN.	4,378
OUTLOOK THE OUTLOOK	CEN. DIV. 11	MON.	3,121
PREECEVILLE PROGRESS	CEN. DIV. 09	THUR.	1,806
RADVILLE STAR	CEN. DIV. 02	WED.	1,089
REDVERS OPTIMIST	CEN. DIV. 01	TUE.	1,857
ROSE VALLEY VIEW FROM HERE	CEN. DIV. 14	TUE.	1,268
ROSTHERN SASKATCHEWAN VALLEY NEWS	CEN. DIV. 15	THUR.	4,018
SEMANS HI-WAY 15 GAZETTE	CEN. DIV. 10	MON.	1,235
SHELLBROOK CHRONICLE	CEN. DIV. 16	TUE.	2,902
SPIRITWOOD HERALD	CEN. DIV. 16	WED.	1,111
SWIFT CURRENT SUN	CEN. DIV. 08	M & W	5,110
TISDALE RECORDER	CEN. DIV. 14	MON.	2,798
UNITY NORTHWEST HERALD	CEN. DIV. 13	THUR.	2,169
WADENA NEWS	CEN. DIV. 10	THUR.	4,598
WATROUS MANITOU	CEN. DIV. 11	MON.	2,322
WEYBURN REVIEW	CEN. DIV. 02	TUE.	6,680
WHITEWOOD HERALD	CEN. DIV. 05	MON.	1,006
WILKIE PRESS	CEN. DIV. 13	WED.	915
WYNYARD ADVANCE	CEN. DIV. 10	MON.	2,189
YORKTON ENTERPRISE	CEN. DIV. 09	M & W	8,999
TOTAL WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			131,697

CIRCULATION OF WEEKLY NEWSPAPERS BY PROVINCE AND CITY

PROVINCE CITY/PUBLICATION NAME	COUNTY (CENSUS DIV.)	FREQUENCY	TOTAL PAID CIRCULATION
ALBERTA			
BEAVERLODGE ADVERTISER	CEN. DIV. 19	WED.	1,917
CARDSTON CHRONICLE	CEN. DIV. 03	TUE.	1,828
CORONATION REVIEW	CEN. DIV. 07	TUE.	1,319
ECKVILLE EXAMINER	CEN. DIV. 08	TUE.	785
FAIRVIEW POST	CEN. DIV. 19	TUE.	3,471
FORT MACLEOD GAZETTE	CEN. DIV. 03	WED.	1,716
FORT VERMILION NORTHERN PIONEER	CEN. DIV. 17	WED.	1,016
GRIMSHAW MILE ZERO NEWS	CEN. DIV. 19	WED.	1,040
HIGH LEVEL ECHO	CEN. DIV. 17	WED.	1,674
HIGH RIVER TIMES	CEN. DIV. 06	TUE.	3,211
LACOMBE GLOBE	CEN. DIV. 08	WED.	3,707
MANNING BANNER POST	CEN. DIV. 17	WED.	1,205
PINCHER CREEK ECHO	CEN. DIV. 03	TUE.	2,643
RAYMOND REVIEW	CEN. DIV. 02	TUE.	1,885
RIMBEY RECORD	CEN. DIV. 08	TUE.	2,245
ROCKY MOUNTAIN HOUSE MOUNTAINEER	CEN. DIV. 09	WED.	4,716
RYCROFT SIGNAL	CEN. DIV. 19	TUE.	2,323
SEDGEWICK COMMUNITY PRESS	CEN. DIV. 07	TUE.	3,575
STETTLER INDEPENDENT	CEN. DIV. 07	WED.	4,933
SYLVAN LAKE NEWS	CEN. DIV. 08	TUE.	998
THREE HILLS CAPITAL	CEN. DIV. 05	WED.	3,808
WAINWRIGHT STAR CHRONICLE	CEN. DIV. 07	TUE.	2,854
TOTAL WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			52,869
BRITISH COLUMBIA			
CAMPBELL RIVER COURIER	COMOX-STRATHCONA	THUR.	8,015
CAMPBELL RIVER UPPER ISLANDER	COMOX-STRATHCONA	TUE.	6,651
CASTLEGAR NEWS	CENTRAL KOOTENAY	W & SUN.	4,093
COURTENAY COMOX DISTRICT FREE PRESS	COMOX-STRATHCONA	W & F	10,215
CRESTON VALLEY ADVANCE	CENTRAL KOOTENAY	M & TH	3,830
PORT HARDY NORTH ISLAND GAZETTE	MOUNT WADDINGTON	WED.	3,247
POWELL RIVER NEWS	POWELL RIVER	WED.	5,369
REVELSTOKE REVIEW	COLUMBIA-SHUSWAP	WED.	3,149
RICHMOND BUY AND SELL PRESS	GREATER VANCOUVER	THUR.	40,807
TOTAL WEEKLY NEWSPAPER CIRCULATION IN PROVINCE			85,376
NORTHWEST TERR.			
HAY RIVER HUB	FORT SMITH	WED.	2,033
TOTAL WEEKLY NEWSPAPER CIRCULATION IN TERRITORIES			2,033

Users' Guide to Part III

DAILY & WEEKLY NEWSPAPER ANALYSIS

Part III of the ABC Canadian Newspaper FACTBOOK provides analyses of County and Census Division Circulation & Coverage for both daily and weekly ABC-member newspapers within the same listings. For easy reference, the section is printed on the same color paper as the corresponding sections in Parts I and II.

As in Parts I and II, occupied households for Counties (Census Divisions) are 1990 estimates. Map reference coordinates used in this book relate to the provincial maps located at the back of this volume.

SECTION A - Daily & Weekly Newspaper County and Census Division Circulation & Coverage

These alphabetical and numeric listings of counties or census divisions by province report the circulation and circulation/occupied household ratio of all daily and weekly newspaper members having circulation of at least 250 copies or a 5 percent circulation/occupied household ratio.

Part III

SECTION A

Daily & Weekly Newspaper Circulation & Coverage Analysis By County, Census Division, Regional District or Territory

---

These alphabetical and numeric listings of counties or census divisions by province report the circulation and circulation/occupied household ratio of all daily and weekly newspaper members having circulation of at least 250 copies or a 5 percent circulation/occupied household ratio. An asterisk denotes that the newspaper is published within the county.

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

NEWFOUNDLAND

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 01	73,600	R13			
* ST. JOHN'S TELEGRAM			EVE	36,101	49
* ST. JOHN'S TELEGRAM			WEEKEND	47,544	65
* ST. JOHN'S TELEGRAM			SUNDAY	32,670	44
CEN. DIV. 02	8,500	R10			
ST. JOHN'S TELEGRAM			WEEKEND	1,869	22
ST. JOHN'S TELEGRAM			SUNDAY	820	10
CEN. DIV. 03	7,100	P 7			
CEN. DIV. 04	8,100	O 3			
CORNER BROOK WESTERN STAR			EVE	2,411	30
CEN. DIV. 05	13,900	M 5			
* CORNER BROOK WESTERN STAR			EVE	7,945	57
CEN. DIV. 06	12,500	N 8			
ST. JOHN'S TELEGRAM			EVE	1,629	13
ST. JOHN'S TELEGRAM			WEEKEND	2,899	23
ST. JOHN'S TELEGRAM			SUNDAY	1,551	12
CEN. DIV. 07	13,300	N11			
ST. JOHN'S TELEGRAM			EVE	858	6
ST. JOHN'S TELEGRAM			WEEKEND	3,073	23
ST. JOHN'S TELEGRAM			SUNDAY	1,122	8
CEN. DIV. 08	15,300	L 7			
ST. JOHN'S TELEGRAM			WEEKEND	501	3
CEN. DIV. 09	6,900	I 6			
CORNER BROOK WESTERN STAR			EVE	368	5
CEN. DIV. 10	7,700	E 4			
ST. JOHN'S TELEGRAM			EVE	359	5
ST. JOHN'S TELEGRAM			WEEKEND	586	8
ST. JOHN'S TELEGRAM			SUNDAY	323	4

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

PRINCE EDWARD ISLAND

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
KINGS	6,500	F14			
CHARLOTTETOWN GUARDIAN, PATRIOT			MORN/EVE	3,761	58
* MONTAGUE EASTERN GRAPHIC			WED.	3,867	59
PRINCE	14,800	D11			
* ALBERTON WEST PRINCE GRAPHIC			WED.	1,495	10
CHARLOTTETOWN GUARDIAN, PATRIOT			MORN/EVE	2,406	16
* SUMMERSIDE JOURNAL-PIONEER			EVE	10,094	68
QUEENS	22,300	F13			
* CHARLOTTETOWN GUARDIAN, PATRIOT			MORN/EVE	18,366	82
MONTAGUE EASTERN GRAPHIC			WED.	1,765	8
SUMMERSIDE JOURNAL-PIONEER			EVE	808	4
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	395	2

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

NOVA SCOTIA

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ANNAPOLIS	9,100	J10			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,394	37
ANTIGONISH	6,000	G15			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,544	59
HALIFAX NEWS			SUNDAY	388	6
PORT HAWKESBURY REPORTER			WED.	836	14
CAPE BRETON	40,300	F18			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	4,594	11
HALIFAX NEWS			MORN	433	1
HALIFAX NEWS			SUNDAY	1,009	3
* SYDNEY CAPE BRETON POST			MORN	29,387	73
COLCHESTER	16,500	H13			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	7,147	43
HALIFAX NEWS			SUNDAY	636	4
* TRURO NEWS			EVE	9,209	56
CUMBERLAND	13,500	H11			
* AMHERST NEWS, CITIZEN			MORN	3,738	28
* AMHERST CITIZEN			SATURDAY	5,472	41
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	4,807	36
MONCTON TIMES-TRANSCRIPT			SATURDAY	346	3
DIGBY	7,700	K 9			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	2,838	37
YARMOUTH VANGUARD			TUE.	1,575	20
GUYSBOROUGH	4,300	H15			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,625	38
PORT HAWKESBURY REPORTER			WED.	895	21
HALIFAX	113,500	I14			
* HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	70,635	62
* HALIFAX NEWS			MORN	21,445	19
* HALIFAX NEWS			SUNDAY	27,169	24
MONTREAL GAZETTE			SATURDAY	346	
HANTS	13,600	I12			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	10,203	75
HALIFAX NEWS			SUNDAY	435	3
INVERNESS	6,800	F16			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,385	50
HALIFAX NEWS			SUNDAY	330	5
* PORT HAWKESBURY REPORTER			WED.	2,512	37
SYDNEY CAPE BRETON POST			MORN	903	13
KINGS	19,700	I11			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	8,312	42
HALIFAX NEWS			MORN	412	2
HALIFAX NEWS			SUNDAY	791	4
* KENTVILLE ADVERTISER			TUE.	8,854	45

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

NOVA SCOTIA

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
LUNENBERG	17,500	J11			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	7,297	42
HALIFAX NEWS			MORN	296	2
HALIFAX NEWS			SUNDAY	677	4
PICTOU	17,500	H14			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	5,359	31
HALIFAX NEWS			MORN	320	2
HALIFAX NEWS			SUNDAY	675	4
* NEW GLASGOW NEWS			EVE	11,078	63
QUEENS	4,700	K10			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,951	42
RICHMOND	3,600	G17			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,360	38
PORT HAWKESBURY REPORTER			WED.	1,409	39
SYDNEY CAPE BRETON POST			MORN	361	10
SHELBURNE	6,500	L10			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	1,957	30
YARMOUTH VANGUARD			TUE.	307	5
VICTORIA	2,900	E17			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN	824	28
SYDNEY CAPE BRETON POST			MORN	811	28
YARMOUTH	9,900	L 9			
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	3,738	38
* YARMOUTH VANGUARD			TUE.	8,230	83

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

NEW BRUNSWICK

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ALBERT	8,000	G10			
MONCTON TIMES-TRANSCRIPT			EVE	5,557	69
MONCTON TIMES-TRANSCRIPT			SATURDAY	6,708	84
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN	450	6
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	513	6
CARLETON	9,000	F 4			
FREDERICTON GLEANER			EVE	969	11
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	2,241	25
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	2,278	25
CHARLOTTE	10,100	I 5			
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	4,060	40
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	4,218	42
GLOUCESTER	27,800	B 8			
* BATHURST NORTHERN LIGHT			WED.	7,354	26
* CARAQUET L'ACADIE NOUVELLE (F)			MORN	9,768	35
MONCTON TIMES-TRANSCRIPT			EVE	1,345	5
MONCTON TIMES-TRANSCRIPT			SATURDAY	1,709	6
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	1,961	7
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	1,955	7
KENT	11,200	E 9			
CARAQUET L'ACADIE NOUVELLE (F)			MORN	745	7
MONCTON TIMES-TRANSCRIPT			EVE	4,360	39
MONCTON TIMES-TRANSCRIPT			SATURDAY	5,692	51
KINGS	19,900	H 8			
MONCTON TIMES-TRANSCRIPT			EVE	377	2
MONCTON TIMES-TRANSCRIPT			SATURDAY	622	3
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	12,796	64
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	12,309	62
* SUSSEX KINGS COUNTY RECORD			TUE.	4,167	21
MADAWASKA	12,700	C 3			
CARAQUET L'ACADIE NOUVELLE (F)			MORN	716	6
* EDMUNDSTON LE MADAWASKA (F)			WED.	7,381	58
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	892	7
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	948	7
MONTREAL ECHOS VEDETTES (F)			SAT.	255	2
QUEBEC LE SOLEIL (F)			MORN	433	3
QUEBEC LE SOLEIL (F)			SATURDAY	489	4
QUEBEC LE SOLEIL (F)			SUNDAY	429	3
LE JOURNAL DE QUEBEC (F)			MORN	362	3
LE JOURNAL DE QUEBEC (F)			SATURDAY	382	3
LE JOURNAL DE QUEBEC (F)			SUNDAY	359	3
NORTHUMBERLAND	17,300	D 7			
CARAQUET L'ACADIE NOUVELLE (F)			MORN	739	4
* CHATHAM MIRAMICHI WEEKEND			WEEKEND	8,275	48
* DOAKTOWN MIRAMICHI HEADWATERS			TUE.	982	6
FREDERICTON GLEANER			EVE	1,148	7
MONCTON TIMES-TRANSCRIPT			EVE	3,005	17
MONCTON TIMES-TRANSCRIPT			SATURDAY	3,553	21

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

NEW BRUNSWICK

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/HSLDS.
NORTHUMBERLAND (CONT.)					
* NEWCASTLE MIRAMICHI LEADER			WED.	7,628	44
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	2,913	17
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	3,004	17
QUEENS	4,700	G 8			
FREDERICTON GLEANER			EVE	1,854	39
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	1,026	22
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	1,160	25
SUSSEX KINGS COUNTY RECORD			TUE.	266	6
RESTIGOUCHE	13,400	B 5			
CARAQUET L'ACADIE NOUVELLE (F)			MORN	471	4
* DALHOUSIE NEWS			WED.	2,272	17
MONCTON TIMES-TRANSCRIPT			EVE	1,180	9
MONCTON TIMES-TRANSCRIPT			SATURDAY	1,455	11
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	1,590	12
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	1,785	13
SAINT JOHN	30,300	M14			
* SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	26,296	87
* SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	22,950	76
SUSSEX KINGS COUNTY RECORD			TUE.	366	1
SUNBURY	6,800	G 7			
FREDERICTON GLEANER			EVE	4,259	63
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	484	7
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	563	8
VICTORIA	7,400	D 4			
EDMUNDSTON LE MADAWASKA (F)			WED.	632	9
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN	1,786	24
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	1,825	25
WESTMORLAND	39,200	F10			
AMHERST CITIZEN			SATURDAY	294	1
HALIFAX CHRONICLE-HERALD, MAIL-STAR			MORN/EVE	511	1
CARAQUET L'ACADIE NOUVELLE (F)			MORN	1,419	4
* MONCTON TIMES-TRANSCRIPT			EVE	27,020	69
* MONCTON TIMES-TRANSCRIPT			SATURDAY	32,840	84
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	2,177	6
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	2,250	6
* SACKVILLE TRIBUNE-POST			WED.	2,990	8
SUSSEX KINGS COUNTY RECORD			TUE.	288	1
YORK	29,000	G 5			
* FREDERICTON GLEANER			EVE	21,254	73
SAINT JOHN TELEGRAPH-JOURNAL,TIMES-GLOBE			MORN/EVE	4,792	17
SAINT JOHN TELEGRAPH-JOURNAL			SATURDAY	5,537	19

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ABITIBI	35,800	J 3			
* L'ECHO D'AMOS (F)			TUE.	3,650	10
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	637	2
* LA SARRE L'ECHO D'ABITIBI-OUEST (F)			TUE.	2,494	7
MONTREAL GAZETTE			MORN	315	1
MONTREAL GAZETTE			SATURDAY	442	1
LE JOURNAL DE MONTREAL (F)			MORN	3,614	10
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,476	13
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,677	10
MONTREAL LA PRESSE (F)			MORN	741	2
MONTREAL LA PRESSE (F)			SATURDAY	1,705	5
MONTREAL LA PRESSE (F)			SUNDAY	676	2
MONTREAL ECHOS VEDETTES (F)			SAT.	3,702	10
ROUYN LA FRONTIERE (F)			TUE.	1,807	5
* VAL D'OR L'ECHO ABITIBIEN (F)			TUE.	9,077	25
ARGENTEUIL	13,000	O 6			
MONTREAL GAZETTE			MORN	877	7
MONTREAL GAZETTE			SATURDAY	2,233	17
MONTREAL GAZETTE			SUNDAY	818	6
LE JOURNAL DE MONTREAL (F)			MORN	1,950	15
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,586	20
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,414	19
MONTREAL LA PRESSE (F)			MORN	675	5
MONTREAL LA PRESSE (F)			SATURDAY	1,511	12
MONTREAL LA PRESSE (F)			SUNDAY	792	6
MONTREAL ECHOS VEDETTES (F)			SAT.	816	6
ARTHABASKA	23,100	O15			
LE JOURNAL DE MONTREAL (F)			MORN	1,864	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,481	11
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,829	12
MONTREAL LA PRESSE (F)			MORN	1,187	5
MONTREAL LA PRESSE (F)			SATURDAY	1,716	7
MONTREAL LA PRESSE (F)			SUNDAY	1,235	5
MONTREAL ECHOS VEDETTES (F)			SAT.	1,679	7
SHERBROOKE LA TRIBUNE (F)			MORN	1,096	5
SHERBROOKE LA TRIBUNE (F)			SATURDAY	1,025	4
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	455	2
* VICTORIAVILLE L'UNION (F)			WED.	9,893	43
BAGOT	10,400	Q12			
GRANBY LA VOIX DE L'EST (F)			MORN	294	3
LE JOURNAL DE MONTREAL (F)			MORN	1,214	12
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,557	15
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,668	16
MONTREAL LA PRESSE (F)			MORN	277	3
MONTREAL LA PRESSE (F)			SATURDAY	586	6
MONTREAL LA PRESSE (F)			SUNDAY	272	3
MONTREAL ECHOS VEDETTES (F)			SAT.	799	8
LE COURRIER DE SAINT HYACINTHE (F)			WED.	2,935	28
BEAUCE	28,300	N19			
MONTREAL LA PRESSE (F)			SATURDAY	308	1
MONTREAL ECHOS VEDETTES (F)			SAT.	1,910	7

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
BEAUCE (CONT.)					
QUEBEC LE SOLEIL (F)			MORN	2,697	10
QUEBEC LE SOLEIL (F)			SATURDAY	3,285	12
QUEBEC LE SOLEIL (F)			SUNDAY	2,415	9
LE JOURNAL DE QUEBEC (F)			MORN	4,618	16
LE JOURNAL DE QUEBEC (F)			SATURDAY	5,055	18
LE JOURNAL DE QUEBEC (F)			SUNDAY	4,790	17
BEAUHARNOIS	21,500	R27			
MONTREAL GAZETTE			SATURDAY	279	1
LE JOURNAL DE MONTREAL (F)			MORN	5,459	25
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,958	28
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,732	27
MONTREAL LA PRESSE (F)			MORN	2,155	10
MONTREAL LA PRESSE (F)			SATURDAY	2,947	14
MONTREAL LA PRESSE (F)			SUNDAY	2,123	10
MONTREAL ECHOS VEDETTES (F)			SAT.	1,925	9
BELLECHASSE	7,800	L21			
MONTREAL ECHOS VEDETTES (F)			SAT.	638	8
QUEBEC LE SOLEIL (F)			MORN	1,573	20
QUEBEC LE SOLEIL (F)			SATURDAY	1,796	23
QUEBEC LE SOLEIL (F)			SUNDAY	1,271	16
LE JOURNAL DE QUEBEC (F)			MORN	1,164	15
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,424	18
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,124	14
BERTHIER	12,600	M10			
JOLIETTE JOURNAL (F)			WED.	1,166	9
L'ECHO DE LOUISEVILLE/BERTHIER (F)			WED.	3,061	24
LE JOURNAL DE MONTREAL (F)			MORN	2,358	19
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,420	27
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,182	25
MONTREAL LA PRESSE (F)			MORN	561	4
MONTREAL LA PRESSE (F)			SATURDAY	1,338	11
MONTREAL LA PRESSE (F)			SUNDAY	601	5
MONTREAL ECHOS VEDETTES (F)			SAT.	1,574	12
BONAVENTURE	13,600	D30			
MONTREAL ECHOS VEDETTES (F)			SAT.	607	4
* NEW CARLISLE SPEC			TUE.	958	7
QUEBEC LE SOLEIL (F)			MORN	1,156	9
QUEBEC LE SOLEIL (F)			SATURDAY	1,271	9
QUEBEC LE SOLEIL (F)			SUNDAY	1,044	8
LE JOURNAL DE QUEBEC (F)			MORN	897	7
LE JOURNAL DE QUEBEC (F)			SATURDAY	996	7
LE JOURNAL DE QUEBEC (F)			SUNDAY	766	6
BROME	6,700	S13			
GRANBY LA VOIX DE L'EST (F)			MORN	698	10
MONTREAL GAZETTE			MORN	523	8
MONTREAL GAZETTE			SATURDAY	1,626	24
MONTREAL GAZETTE			SUNDAY	530	8
LE JOURNAL DE MONTREAL (F)			MORN	425	6
LE JOURNAL DE MONTREAL (F)			SATURDAY	662	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	757	11

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
BROME (CONT.)					
MONTREAL LA PRESSE (F)			MORN	304	5
MONTREAL LA PRESSE (F)			SATURDAY	1,449	22
MONTREAL LA PRESSE (F)			SUNDAY	501	7
SHERBROOKE RECORD			MORN	966	14
CHAMBLY	122,800	P30			
MONTREAL GAZETTE			MORN	8,550	7
MONTREAL GAZETTE			SATURDAY	12,765	10
MONTREAL GAZETTE			SUNDAY	8,754	7
MONTREAL LE DEVOIR (F)			MORN	1,157	1
MONTREAL LE DEVOIR (F)			SATURDAY	1,378	1
LE JOURNAL DE MONTREAL (F)			MORN	23,897	19
LE JOURNAL DE MONTREAL (F)			SATURDAY	27,137	22
LE JOURNAL DE MONTREAL (F)			SUNDAY	24,719	20
MONTREAL LA PRESSE (F)			MORN	20,403	17
MONTREAL LA PRESSE (F)			SATURDAY	30,926	25
MONTREAL LA PRESSE (F)			SUNDAY	20,411	17
MONTREAL ECHOS VEDETTES (F)			SAT.	6,558	5
CHAMPLAIN	46,700	L13			
LE JOURNAL DE MONTREAL (F)			MORN	3,516	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,766	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	6,322	14
MONTREAL LA PRESSE (F)			MORN	1,054	2
MONTREAL LA PRESSE (F)			SATURDAY	2,033	4
MONTREAL LA PRESSE (F)			SUNDAY	1,696	4
MONTREAL ECHOS VEDETTES (F)			SAT.	3,651	8
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	23,297	50
CHARLEVOIX-EST	5,900	G20			
MONTREAL ECHOS VEDETTES (F)			SAT.	627	11
QUEBEC LE SOLEIL (F)			MORN	968	16
QUEBEC LE SOLEIL (F)			SATURDAY	1,051	18
QUEBEC LE SOLEIL (F)			SUNDAY	924	16
LE JOURNAL DE QUEBEC (F)			MORN	1,051	18
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,091	18
LE JOURNAL DE QUEBEC (F)			SUNDAY	997	17
CHARLEVOIX-OUEST	4,400	G19			
MONTREAL ECHOS VEDETTES (F)			SAT.	436	10
QUEBEC LE SOLEIL (F)			MORN	766	17
QUEBEC LE SOLEIL (F)			SATURDAY	903	21
QUEBEC LE SOLEIL (F)			SUNDAY	753	17
LE JOURNAL DE QUEBEC (F)			MORN	775	18
LE JOURNAL DE QUEBEC (F)			SATURDAY	822	19
LE JOURNAL DE QUEBEC (F)			SUNDAY	748	17
CHATEAUGUAY	22,600	S28			
HUNTINGDON GLEANER			WED.	1,160	5
MONTREAL GAZETTE			MORN	2,764	12
MONTREAL GAZETTE			SATURDAY	4,607	20
MONTREAL GAZETTE			SUNDAY	2,825	13
LE JOURNAL DE MONTREAL (F)			MORN	3,710	16
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,644	21
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,306	19

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CHATEAUGUAY (CONT.)					
MONTREAL LA PRESSE (F)			MORN	2,057	9
MONTREAL LA PRESSE (F)			SATURDAY	3,167	14
MONTREAL LA PRESSE (F)			SUNDAY	2,091	9
MONTREAL ECHOS VEDETTES (F)			SAT.	1,270	6
CHICOUTIMI	62,800	J 8			
* CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	34,252	55
* CHICOUTIMI LE QUOTIDIEN (F)			MORN	23,797	38
MONTREAL GAZETTE			MORN	278	
MONTREAL GAZETTE			SATURDAY	404	1
MONTREAL LE DEVOIR (F)			MORN	432	1
MONTREAL LE DEVOIR (F)			SATURDAY	405	1
MONTREAL LA PRESSE (F)			MORN	1,173	2
MONTREAL LA PRESSE (F)			SATURDAY	2,213	4
MONTREAL LA PRESSE (F)			SUNDAY	823	1
MONTREAL ECHOS VEDETTES (F)			SAT.	3,657	6
QUEBEC LE SOLEIL (F)			MORN	553	1
QUEBEC LE SOLEIL (F)			SATURDAY	771	1
QUEBEC LE SOLEIL (F)			SUNDAY	420	1
LE JOURNAL DE QUEBEC (F)			MORN	5,974	10
LE JOURNAL DE QUEBEC (F)			SATURDAY	5,271	8
LE JOURNAL DE QUEBEC (F)			SUNDAY	4,436	7
COMPTON	7,300	R17			
LE JOURNAL DE MONTREAL (F)			SATURDAY	278	4
LE JOURNAL DE MONTREAL (F)			SUNDAY	365	5
MONTREAL ECHOS VEDETTES (F)			SAT.	312	4
SHERBROOKE RECORD			MORN	565	8
SHERBROOKE LA TRIBUNE (F)			MORN	2,143	29
SHERBROOKE LA TRIBUNE (F)			SATURDAY	2,435	33
DEUX-MONTAGNES	30,000	O26			
MONTREAL GAZETTE			MORN	1,884	6
MONTREAL GAZETTE			SATURDAY	2,955	10
MONTREAL GAZETTE			SUNDAY	1,885	6
MONTREAL LE DEVOIR (F)			SATURDAY	273	1
LE JOURNAL DE MONTREAL (F)			MORN	5,533	18
LE JOURNAL DE MONTREAL (F)			SATURDAY	7,318	24
LE JOURNAL DE MONTREAL (F)			SUNDAY	6,695	22
MONTREAL LA PRESSE (F)			MORN	2,460	8
MONTREAL LA PRESSE (F)			SATURDAY	4,435	15
MONTREAL LA PRESSE (F)			SUNDAY	2,730	9
MONTREAL ECHOS VEDETTES (F)			SAT.	2,008	7
ST JEROME L'ECHO DU NORD (F)			WED.	541	2
DORCHESTER	10,700	M20			
MONTREAL ECHOS VEDETTES (F)			SAT.	911	9
QUEBEC LE SOLEIL (F)			MORN	1,873	18
QUEBEC LE SOLEIL (F)			SATURDAY	2,176	20
QUEBEC LE SOLEIL (F)			SUNDAY	1,458	14
LE JOURNAL DE QUEBEC (F)			MORN	1,784	17
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,955	18
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,663	16

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
DRUMMOND	28,200	P14			
LE JOURNAL DE MONTREAL (F)			MORN	3,499	12
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,688	17
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,713	17
MONTREAL LA PRESSE (F)			MORN	1,090	4
MONTREAL LA PRESSE (F)			SATURDAY	1,839	7
MONTREAL LA PRESSE (F)			SUNDAY	1,131	4
MONTREAL ECHOS VEDETTES (F)			SAT.	2,823	10
SHERBROOKE LA TRIBUNE (F)			MORN	2,026	7
SHERBROOKE LA TRIBUNE (F)			SATURDAY	2,074	7
VICTORIAVILLE L'UNION (F)			WED.	295	1
FRONTENAC	9,700	Q19			
MONTREAL ECHOS VEDETTES (F)			SAT.	791	8
LE JOURNAL DE QUEBEC (F)			MORN	668	7
LE JOURNAL DE QUEBEC (F)			SATURDAY	777	8
LE JOURNAL DE QUEBEC (F)			SUNDAY	955	10
SHERBROOKE LA TRIBUNE (F)			MORN	1,051	11
SHERBROOKE LA TRIBUNE (F)			SATURDAY	1,139	12
GASPE-EST	13,400	C31			
MONTREAL ECHOS VEDETTES (F)			SAT.	848	6
NEW CARLISLE SPEC			TUE.	849	6
QUEBEC LE SOLEIL (F)			MORN	1,070	8
QUEBEC LE SOLEIL (F)			SATURDAY	1,125	8
QUEBEC LE SOLEIL (F)			SUNDAY	921	7
LE JOURNAL DE QUEBEC (F)			MORN	761	6
LE JOURNAL DE QUEBEC (F)			SATURDAY	734	5
LE JOURNAL DE QUEBEC (F)			SUNDAY	683	5
GASPE-OUEST	4,800	B30			
MATANE LA VOIX GASPESIENNE (F)			WED.	296	6
MONTREAL ECHOS VEDETTES (F)			SAT.	503	10
QUEBEC LE SOLEIL (F)			MORN	861	18
QUEBEC LE SOLEIL (F)			SATURDAY	944	20
QUEBEC LE SOLEIL (F)			SUNDAY	575	12
GATINEAU	20,700	M 4			
LE JOURNAL DE MONTREAL (F)			MORN	706	3
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,099	5
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,056	5
MONTREAL LA PRESSE (F)			MORN	895	4
MONTREAL LA PRESSE (F)			SATURDAY	1,499	7
MONTREAL LA PRESSE (F)			SUNDAY	1,175	6
MONTREAL ECHOS VEDETTES (F)			SAT.	515	2
OTTAWA CITIZEN			ALL DAY	4,584	22
OTTAWA CITIZEN			SATURDAY	7,034	34
OTTAWA CITIZEN			SUNDAY	4,327	21
OTTAWA LE DROIT (F)			ALL DAY	3,869	19
OTTAWA LE DROIT (F)			SATURDAY	4,823	23
OTTAWA SUN			ALL DAY	312	2
OTTAWA SUN			SUNDAY	460	2
HULL	55,600	R 2			
MONTREAL GAZETTE			MORN	531	1

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
HULL (CONT.)					
MONTREAL GAZETTE			SATURDAY	530	1
MONTREAL GAZETTE			SUNDAY	385	1
MONTREAL LE DEVOIR (F)			MORN	757	1
MONTREAL LE DEVOIR (F)			SATURDAY	879	2
LE JOURNAL DE MONTREAL (F)			MORN	4,779	9
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,544	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	7,147	13
MONTREAL LA PRESSE (F)			MORN	886	2
MONTREAL LA PRESSE (F)			SATURDAY	1,645	3
MONTREAL LA PRESSE (F)			SUNDAY	950	2
MONTREAL ECHOS VEDETTES (F)			SAT.	2,007	4
OTTAWA CITIZEN			ALL DAY	6,590	12
OTTAWA CITIZEN			SATURDAY	8,700	16
OTTAWA CITIZEN			SUNDAY	4,783	9
OTTAWA LE DROIT (F)			ALL DAY	15,834	28
OTTAWA LE DROIT (F)			SATURDAY	18,995	34
OTTAWA SUN			ALL DAY	673	1
OTTAWA SUN			SUNDAY	615	1
HUNTINGDON	6,800	S25			
* HUNTINGDON GLEANER			WED.	2,594	38
MONTREAL GAZETTE			MORN	604	9
MONTREAL GAZETTE			SATURDAY	1,319	19
MONTREAL GAZETTE			SUNDAY	476	7
LE JOURNAL DE MONTREAL (F)			MORN	377	6
LE JOURNAL DE MONTREAL (F)			SATURDAY	525	8
LE JOURNAL DE MONTREAL (F)			SUNDAY	536	8
MONTREAL LA PRESSE (F)			SATURDAY	311	5
IBERVILLE	9,200	R32			
LE JOURNAL DE MONTREAL (F)			MORN	1,461	16
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,778	19
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,655	18
MONTREAL LA PRESSE (F)			MORN	415	5
MONTREAL LA PRESSE (F)			SATURDAY	782	9
MONTREAL LA PRESSE (F)			SUNDAY	421	5
MONTREAL ECHOS VEDETTES (F)			SAT.	706	8
SAINT JEAN LE CANADA FRANCAIS (F)			WED.	3,630	39
ILE-DE-MONTREAL	752,700	E12			
* MONTREAL GAZETTE			MORN	129,258	17
* MONTREAL GAZETTE			SATURDAY	176,014	23
* MONTREAL GAZETTE			SUNDAY	114,675	15
* MONTREAL LE DEVOIR (F)			MORN	12,792	2
* MONTREAL LE DEVOIR (F)			SATURDAY	13,238	2
* LE JOURNAL DE MONTREAL (F)			MORN	131,297	17
* LE JOURNAL DE MONTREAL (F)			SATURDAY	123,880	16
* LE JOURNAL DE MONTREAL (F)			SUNDAY	107,577	14
* MONTREAL LA PRESSE (F)			MORN	92,346	12
* MONTREAL LA PRESSE (F)			SATURDAY	133,516	18
* MONTREAL LA PRESSE (F)			SUNDAY	75,168	10
* MONTREAL ECHOS VEDETTES (F)			SAT.	35,711	5
QUEBEC LE SOLEIL (F)			MORN	999	
QUEBEC LE SOLEIL (F)			SATURDAY	1,164	
OTTAWA CITIZEN			ALL DAY	347	

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ILE-DE-MONTREAL (CONT.)					
OTTAWA CITIZEN			SATURDAY	1,256	
OTTAWA CITIZEN			SUNDAY	314	
TORONTO STAR			ALL DAY	652	
TORONTO STAR			SATURDAY	1,296	
TORONTO STAR			SUNDAY	452	
ILE-JESUS	112,200	C12			
MONTREAL GAZETTE			MORN	6,312	6
MONTREAL GAZETTE			SATURDAY	10,305	9
MONTREAL GAZETTE			SUNDAY	6,146	5
MONTREAL LE DEVOIR (F)			MORN	630	1
MONTREAL LE DEVOIR (F)			SATURDAY	767	1
LE JOURNAL DE MONTREAL (F)			MORN	22,542	20
LE JOURNAL DE MONTREAL (F)			SATURDAY	26,155	23
LE JOURNAL DE MONTREAL (F)			SUNDAY	23,762	21
MONTREAL LA PRESSE (F)			MORN	16,395	15
MONTREAL LA PRESSE (F)			SATURDAY	25,179	22
MONTREAL LA PRESSE (F)			SUNDAY	16,280	15
MONTREAL ECHOS VEDETTES (F)			SAT.	6,136	5
ILES-DE-LA-MADELEINE	4,700	J24			
* CAP AUX MEULES LE RADAR (F)			TUE.	2,210	47
LE JOURNAL DE MONTREAL (F)			MORN	316	7
LE JOURNAL DE MONTREAL (F)			SATURDAY	341	7
LE JOURNAL DE MONTREAL (F)			SUNDAY	342	7
JOLIETTE	25,700	L30			
* JOLIETTE JOURNAL (F)			WED.	7,587	30
LE JOURNAL DE MONTREAL (F)			MORN	5,074	20
LE JOURNAL DE MONTREAL (F)			SATURDAY	6,374	25
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,979	23
MONTREAL LA PRESSE (F)			MORN	1,877	7
MONTREAL LA PRESSE (F)			SATURDAY	3,594	14
MONTREAL LA PRESSE (F)			SUNDAY	1,897	7
MONTREAL ECHOS VEDETTES (F)			SAT.	2,692	10
KAMOURASKA	10,300	H21			
MONTREAL ECHOS VEDETTES (F)			SAT.	871	8
QUEBEC LE SOLEIL (F)			MORN	1,133	11
QUEBEC LE SOLEIL (F)			SATURDAY	1,382	13
QUEBEC LE SOLEIL (F)			SUNDAY	1,077	10
LE JOURNAL DE QUEBEC (F)			MORN	1,086	11
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,137	11
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,048	10
RIVIERE DU LOUP LE SAINT-LAURENT ECHO(F)			TUE.	891	9
LABELLE	13,200	M 4			
LE JOURNAL DE MONTREAL (F)			MORN	1,682	13
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,823	21
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,289	17
MONTREAL LA PRESSE (F)			MORN	522	4
MONTREAL LA PRESSE (F)			SATURDAY	1,100	8
MONTREAL LA PRESSE (F)			SUNDAY	543	4
MONTREAL ECHOS VEDETTES (F)			SAT.	1,313	10

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
LAC-ST-JEAN-EST	16,000	J 7			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	6,978	44
CHICOUTIMI LE QUOTIDIEN (F)			MORN	4,549	28
MONTREAL LA PRESSE (F)			MORN	256	2
MONTREAL LA PRESSE (F)			SATURDAY	384	2
MONTREAL ECHOS VEDETTES (F)			SAT.	1,162	7
LE JOURNAL DE QUEBEC (F)			MORN	2,209	14
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,046	13
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,796	11
LAC-ST-JEAN-OUEST	20,700	J 6			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	7,596	37
CHICOUTIMI LE QUOTIDIEN (F)			MORN	4,361	21
MONTREAL LA PRESSE (F)			MORN	299	1
MONTREAL LA PRESSE (F)			SATURDAY	425	2
MONTREAL ECHOS VEDETTES (F)			SAT.	1,652	8
QUEBEC LE SOLEIL (F)			MORN	284	1
QUEBEC LE SOLEIL (F)			SATURDAY	379	2
LE JOURNAL DE QUEBEC (F)			MORN	2,650	13
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,458	12
LE JOURNAL DE QUEBEC (F)			SUNDAY	2,016	10
LAPRAIRIE	42,300	Q30			
MONTREAL GAZETTE			MORN	4,137	10
MONTREAL GAZETTE			SATURDAY	5,865	16
MONTREAL GAZETTE			SUNDAY	4,331	10
MONTREAL LE DEVOIR (F)			MORN	271	1
MONTREAL LE DEVOIR (F)			SATURDAY	363	1
LE JOURNAL DE MONTREAL (F)			MORN	7,580	18
LE JOURNAL DE MONTREAL (F)			SATURDAY	9,510	22
LE JOURNAL DE MONTREAL (F)			SUNDAY	8,960	21
MONTREAL LA PRESSE (F)			MORN	6,521	15
MONTREAL LA PRESSE (F)			SATURDAY	10,066	24
MONTREAL LA PRESSE (F)			SUNDAY	6,653	16
MONTREAL ECHOS VEDETTES (F)			SAT.	2,184	5
L'ASSOMPTION	48,100	N28			
MONTREAL GAZETTE			MORN	379	1
MONTREAL GAZETTE			SATURDAY	759	2
MONTREAL GAZETTE			SUNDAY	385	1
LE JOURNAL DE MONTREAL (F)			MORN	11,232	23
LE JOURNAL DE MONTREAL (F)			SATURDAY	14,681	31
LE JOURNAL DE MONTREAL (F)			SUNDAY	13,763	29
MONTREAL LA PRESSE (F)			MORN	5,659	12
MONTREAL LA PRESSE (F)			SATURDAY	9,040	19
MONTREAL LA PRESSE (F)			SUNDAY	6,168	13
MONTREAL ECHOS VEDETTES (F)			SAT.	3,196	7
LEVIS	38,600	L18			
MONTREAL LE DEVOIR (F)			SATURDAY	277	1
MONTREAL LA PRESSE (F)			MORN	250	1
MONTREAL LA PRESSE (F)			SATURDAY	415	1
MONTREAL ECHOS VEDETTES (F)			SAT.	2,533	7
QUEBEC LE SOLEIL (F)			MORN	9,857	26
QUEBEC LE SOLEIL (F)			SATURDAY	14,094	37

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
LEVIS (CONT.)					
QUEBEC LE SOLEIL (F)			SUNDAY	8,615	22
LE JOURNAL DE QUEBEC (F)			MORN	9,581	25
LE JOURNAL DE QUEBEC (F)			SATURDAY	10,368	27
LE JOURNAL DE QUEBEC (F)			SUNDAY	9,240	24
L'ISLET	6,600	I20			
MONTREAL ECHOS VEDETTES (F)			SAT.	786	12
QUEBEC LE SOLEIL (F)			MORN	1,256	19
QUEBEC LE SOLEIL (F)			SATURDAY	1,431	22
QUEBEC LE SOLEIL (F)			SUNDAY	1,191	18
LE JOURNAL DE QUEBEC (F)			MORN	724	11
LE JOURNAL DE QUEBEC (F)			SATURDAY	873	13
LE JOURNAL DE QUEBEC (F)			SUNDAY	737	11
LOTBINIERE	10,400	M16			
MONTREAL ECHOS VEDETTES (F)			SAT.	719	7
QUEBEC LE SOLEIL (F)			MORN	2,263	22
QUEBEC LE SOLEIL (F)			SATURDAY	2,690	26
QUEBEC LE SOLEIL (F)			SUNDAY	1,887	18
LE JOURNAL DE QUEBEC (F)			MORN	1,258	12
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,687	16
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,201	12
MASKINONGE	7,800	L10			
* L'ECHO DE LOUISEVILLE/BERTHIER (F)			WED.	3,818	49
LE JOURNAL DE MONTREAL (F)			MORN	807	10
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,432	18
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,477	19
MONTREAL LA PRESSE (F)			SATURDAY	289	4
MONTREAL ECHOS VEDETTES (F)			SAT.	1,102	14
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	2,455	31
MATANE	11,000	C27			
* MATANE LA VOIX GASPESIENNE (F)			WED.	5,058	46
MONTREAL ECHOS VEDETTES (F)			SAT.	780	7
QUEBEC LE SOLEIL (F)			MORN	1,224	11
QUEBEC LE SOLEIL (F)			SATURDAY	1,378	13
QUEBEC LE SOLEIL (F)			SUNDAY	1,126	10
LE JOURNAL DE QUEBEC (F)			MORN	873	8
LE JOURNAL DE QUEBEC (F)			SATURDAY	863	8
LE JOURNAL DE QUEBEC (F)			SUNDAY	745	7
MATAPEDIA	8,100	D26			
MONTREAL ECHOS VEDETTES (F)			SAT.	495	6
QUEBEC LE SOLEIL (F)			MORN	615	8
QUEBEC LE SOLEIL (F)			SATURDAY	710	9
QUEBEC LE SOLEIL (F)			SUNDAY	542	7
LE JOURNAL DE QUEBEC (F)			MORN	497	6
LE JOURNAL DE QUEBEC (F)			SATURDAY	548	7
LE JOURNAL DE QUEBEC (F)			SUNDAY	461	6
MEGANTIC	19,000	N17			
LE JOURNAL DE MONTREAL (F)			MORN	285	2
LE JOURNAL DE MONTREAL (F)			SATURDAY	396	2
LE JOURNAL DE MONTREAL (F)			SUNDAY	475	3

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
MEGANTIC (CONT.)					
MONTREAL LA PRESSE (F)			MORN	335	2
MONTREAL LA PRESSE (F)			SATURDAY	514	3
MONTREAL LA PRESSE (F)			SUNDAY	273	1
MONTREAL ECHOS VEDETTES (F)			SAT.	1,552	8
* PLESSISVILLE LA FEUILLE D'ERABLE (F)			TUE.	3,691	19
QUEBEC LE SOLEIL (F)			MORN	1,868	10
QUEBEC LE SOLEIL (F)			SATURDAY	2,062	11
QUEBEC LE SOLEIL (F)			SUNDAY	1,592	8
LE JOURNAL DE QUEBEC (F)			MORN	2,147	11
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,221	12
LE JOURNAL DE QUEBEC (F)			SUNDAY	2,329	12
SHERBROOKE LA TRIBUNE (F)			MORN	723	4
SHERBROOKE LA TRIBUNE (F)			SATURDAY	739	4
VICTORIAVILLE L'UNION (F)			WED.	938	5
MISSISQUOI	13,100	T12			
GRANBY LA VOIX DE L'EST (F)			MORN	2,102	16
MONTREAL GAZETTE			MORN	544	4
MONTREAL GAZETTE			SATURDAY	1,271	10
MONTREAL GAZETTE			SUNDAY	444	3
LE JOURNAL DE MONTREAL (F)			MORN	1,470	11
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,814	14
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,889	14
MONTREAL LA PRESSE (F)			MORN	584	4
MONTREAL LA PRESSE (F)			SATURDAY	1,259	10
MONTREAL LA PRESSE (F)			SUNDAY	608	5
MONTREAL ECHOS VEDETTES (F)			SAT.	847	6
SAINT JEAN LE CANADA FRANCAIS (F)			WED.	318	2
SHERBROOKE RECORD			MORN	440	3
MONTCALM	12,300	L28			
JOLIETTE JOURNAL (F)			WED.	975	8
MONTREAL GAZETTE			MORN	329	3
MONTREAL GAZETTE			SATURDAY	896	7
LE JOURNAL DE MONTREAL (F)			MORN	2,049	17
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,569	29
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,187	26
MONTREAL LA PRESSE (F)			MORN	514	4
MONTREAL LA PRESSE (F)			SATURDAY	1,807	15
MONTREAL LA PRESSE (F)			SUNDAY	563	5
MONTREAL ECHOS VEDETTES (F)			SAT.	1,321	11
MONTMAGNY	8,700	K21			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,162	13
QUEBEC LE SOLEIL (F)			MORN	1,507	17
QUEBEC LE SOLEIL (F)			SATURDAY	1,726	20
QUEBEC LE SOLEIL (F)			SUNDAY	1,320	15
LE JOURNAL DE QUEBEC (F)			MORN	1,550	18
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,787	21
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,605	18
MONTMORENCY NO. 1	8,300	H18			
MONTREAL ECHOS VEDETTES (F)			SAT.	602	7
QUEBEC LE SOLEIL (F)			MORN	2,258	27
QUEBEC LE SOLEIL (F)			SATURDAY	2,926	35

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
MONTMORENCY NO. 1 (CONT.)					
QUEBEC LE SOLEIL (F)			SUNDAY	1,984	24
LE JOURNAL DE QUEBEC (F)			MORN	2,092	25
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,412	29
LE JOURNAL DE QUEBEC (F)			SUNDAY	2,181	26
MONTMORENCY NO. 2	2,400	D19			
MONTREAL ECHOS VEDETTES (F)			SAT.	125	5
QUEBEC LE SOLEIL (F)			MORN	778	32
QUEBEC LE SOLEIL (F)			SATURDAY	1,014	42
QUEBEC LE SOLEIL (F)			SUNDAY	640	27
LE JOURNAL DE QUEBEC (F)			MORN	210	9
LE JOURNAL DE QUEBEC (F)			SATURDAY	269	11
LE JOURNAL DE QUEBEC (F)			SUNDAY	214	9
NAPIERVILLE	5,200	R29			
LE JOURNAL DE MONTREAL (F)			MORN	1,073	21
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,359	26
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,310	25
MONTREAL LA PRESSE (F)			MORN	263	5
MONTREAL LA PRESSE (F)			SATURDAY	507	10
MONTREAL LA PRESSE (F)			SUNDAY	248	5
MONTREAL ECHOS VEDETTES (F)			SAT.	569	11
SAINT JEAN LE CANADA FRANCAIS (F)			WED.	310	6
NICOLET	11,700	N14			
LE JOURNAL DE MONTREAL (F)			MORN	812	7
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,214	10
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,464	13
MONTREAL LA PRESSE (F)			SATURDAY	443	4
MONTREAL ECHOS VEDETTES (F)			SAT.	877	8
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	4,777	41
VICTORIAVILLE L'UNION (F)			WED.	321	3
NOUVEAU-QUEBEC	9,200	D 4			
* CHIBOUGAMAU LA SENTINELLE (F)			TUE.	2,644	29
LE JOURNAL DE MONTREAL (F)			MORN	562	6
MONTREAL ECHOS VEDETTES (F)			SAT.	734	8
PAPINEAU	16,000	O 4			
LE JOURNAL DE MONTREAL (F)			MORN	1,304	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,844	12
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,013	13
MONTREAL LA PRESSE (F)			SATURDAY	587	4
MONTREAL ECHOS VEDETTES (F)			SAT.	866	5
OTTAWA CITIZEN			ALL DAY	856	5
OTTAWA CITIZEN			SATURDAY	1,218	8
OTTAWA CITIZEN			SUNDAY	791	5
OTTAWA LE DROIT (F)			ALL DAY	3,772	24
OTTAWA LE DROIT (F)			SATURDAY	4,260	27
PONTIAC	7,300	M 3			
* SHAWVILLE EQUITY			WED.	3,128	43
OTTAWA CITIZEN			ALL DAY	1,509	21
OTTAWA CITIZEN			SATURDAY	2,268	31
OTTAWA CITIZEN			SUNDAY	1,460	20

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
PONTIAC (CONT.)					
OTTAWA LE DROIT (F)			ALL DAY	503	7
OTTAWA LE DROIT (F)			SATURDAY	587	8
PORTNEUF	23,600	J15			
MONTREAL ECHOS VEDETTES (F)			SAT.	1,636	7
QUEBEC LE SOLEIL (F)			MORN	4,956	21
QUEBEC LE SOLEIL (F)			SATURDAY	6,472	27
QUEBEC LE SOLEIL (F)			SUNDAY	4,333	18
LE JOURNAL DE QUEBEC (F)			MORN	4,261	18
LE JOURNAL DE QUEBEC (F)			SATURDAY	4,778	20
LE JOURNAL DE QUEBEC (F)			SUNDAY	4,303	18
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	298	1
QUEBEC	183,600	D17			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	616	
MONTREAL GAZETTE			MORN	2,291	1
MONTREAL GAZETTE			SATURDAY	3,651	2
MONTREAL GAZETTE			SUNDAY	1,990	1
MONTREAL LE DEVOIR (F)			MORN	2,610	1
MONTREAL LE DEVOIR (F)			SATURDAY	3,108	2
MONTREAL LA PRESSE (F)			MORN	2,402	1
MONTREAL LA PRESSE (F)			SATURDAY	3,901	2
MONTREAL LA PRESSE (F)			SUNDAY	1,746	1
MONTREAL ECHOS VEDETTES (F)			SAT.	12,841	7
* QUEBEC LE SOLEIL (F)			MORN	58,010	32
* QUEBEC LE SOLEIL (F)			SATURDAY	78,451	43
* QUEBEC LE SOLEIL (F)			SUNDAY	48,132	26
* LE JOURNAL DE QUEBEC (F)			MORN	51,219	28
* LE JOURNAL DE QUEBEC (F)			SATURDAY	50,073	27
* LE JOURNAL DE QUEBEC (F)			SUNDAY	44,921	24
RICHELIEU	19,600	M32			
LE JOURNAL DE MONTREAL (F)			MORN	5,462	28
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,852	30
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,721	29
MONTREAL LA PRESSE (F)			MORN	2,242	11
MONTREAL LA PRESSE (F)			SATURDAY	3,052	16
MONTREAL LA PRESSE (F)			SUNDAY	2,208	11
MONTREAL ECHOS VEDETTES (F)			SAT.	1,941	10
LE COURRIER DE SAINT HYACINTHE (F)			WED.	316	2
RICHMOND	13,800	Q15			
LE JOURNAL DE MONTREAL (F)			MORN	675	5
LE JOURNAL DE MONTREAL (F)			SATURDAY	866	6
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,461	11
MONTREAL LA PRESSE (F)			SATURDAY	363	3
MONTREAL ECHOS VEDETTES (F)			SAT.	1,043	8
SHERBROOKE RECORD			MORN	562	4
SHERBROOKE LA TRIBUNE (F)			MORN	4,662	34
SHERBROOKE LA TRIBUNE (F)			SATURDAY	5,195	38
RIMOUSKI	26,100	E24			
MONTREAL LA PRESSE (F)			MORN	508	2
MONTREAL LA PRESSE (F)			SATURDAY	870	3
MONTREAL LA PRESSE (F)			SUNDAY	391	2

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
RIMOUSKI - (CONT.)					
MONTREAL ECHOS VEDETTES (F)			SAT.	1,853	7
QUEBEC LE SOLEIL (F)			MORN	2,637	10
QUEBEC LE SOLEIL (F)			SATURDAY	3,110	12
QUEBEC LE SOLEIL (F)			SUNDAY	2,350	9
LE JOURNAL DE QUEBEC (F)			MORN	2,538	10
LE JOURNAL DE QUEBEC (F)			SATURDAY	2,522	10
LE JOURNAL DE QUEBEC (F)			SUNDAY	2,273	9
RIVIERE-DU-LOUP	14,400	G22			
MONTREAL LA PRESSE (F)			SATURDAY	250	2
MONTREAL ECHOS VEDETTES (F)			SAT.	1,344	9
QUEBEC LE SOLEIL (F)			MORN	1,759	12
QUEBEC LE SOLEIL (F)			SATURDAY	2,007	14
QUEBEC LE SOLEIL (F)			SUNDAY	1,626	11
LE JOURNAL DE QUEBEC (F)			MORN	1,867	13
LE JOURNAL DE QUEBEC (F)			SATURDAY	1,988	14
LE JOURNAL DE QUEBEC (F)			SUNDAY	1,907	13
* RIVIERE DU LOUP LE SAINT-LAURENT ECHO(F)			TUE.	4,624	32
ROUVILLE	16,600	Q33			
GRANBY LA VOIX DE L'EST (F)			MORN	1,280	8
MONTREAL GAZETTE			MORN	609	4
MONTREAL GAZETTE			SATURDAY	947	6
MONTREAL GAZETTE			SUNDAY	568	3
LE JOURNAL DE MONTREAL (F)			MORN	2,686	16
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,393	20
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,313	20
MONTREAL LA PRESSE (F)			MORN	1,877	11
MONTREAL LA PRESSE (F)			SATURDAY	3,056	18
MONTREAL LA PRESSE (F)			SUNDAY	2,029	12
MONTREAL ECHOS VEDETTES (F)			SAT.	1,191	7
LE COURRIER DE SAINT HYACINTHE (F)			WED.	381	2
SAGUENAY	32,100	F 7			
CHICOUTIMI PROGRES-DIMANCHE (F)			SUNDAY	1,386	4
MONTREAL GAZETTE			MORN	265	1
MONTREAL GAZETTE			SATURDAY	378	1
MONTREAL LA PRESSE (F)			MORN	454	1
MONTREAL LA PRESSE (F)			SATURDAY	855	3
MONTREAL ECHOS VEDETTES (F)			SAT.	2,770	9
QUEBEC LE SOLEIL (F)			MORN	3,497	11
QUEBEC LE SOLEIL (F)			SATURDAY	3,923	12
QUEBEC LE SOLEIL (F)			SUNDAY	3,295	10
LE JOURNAL DE QUEBEC (F)			MORN	3,474	11
LE JOURNAL DE QUEBEC (F)			SATURDAY	3,606	11
LE JOURNAL DE QUEBEC (F)			SUNDAY	3,169	10
ST-HYACINTHE	22,800	O32			
LE JOURNAL DE MONTREAL (F)			MORN	4,162	18
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,723	21
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,731	21
MONTREAL LA PRESSE (F)			MORN	1,825	8
MONTREAL LA PRESSE (F)			SATURDAY	3,027	13
MONTREAL LA PRESSE (F)			SUNDAY	1,775	8
MONTREAL ECHOS VEDETTES (F)			SAT.	2,310	10

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ST-HYACINTHE (CONT.)					
* LE COURRIER DE SAINT HYACINTHE (F)			WED.	9,205	40
ST-JEAN	23,900	R31			
MONTREAL GAZETTE			MORN	433	2
MONTREAL GAZETTE			SATURDAY	916	4
MONTREAL GAZETTE			SUNDAY	388	2
LE JOURNAL DE MONTREAL (F)			MORN	5,112	21
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,588	23
LE JOURNAL DE MONTREAL (F)			SUNDAY	5,067	21
MONTREAL LA PRESSE (F)			MORN	2,352	10
MONTREAL LA PRESSE (F)			SATURDAY	3,919	16
MONTREAL LA PRESSE (F)			SUNDAY	2,370	10
MONTREAL ECHOS VEDETTES (F)			SAT.	2,011	8
* SAINT JEAN LE CANADA FRANCAIS (F)			WED.	11,340	47
ST-MAURICE	45,100	L12			
L'ECHO DE LOUISEVILLE/BERTHIER (F)			WED.	754	2
MONTREAL GAZETTE			MORN	359	1
MONTREAL GAZETTE			SATURDAY	541	1
MONTREAL GAZETTE			SUNDAY	310	1
MONTREAL LE DEVOIR (F)			SATURDAY	336	1
LE JOURNAL DE MONTREAL (F)			MORN	4,535	10
LE JOURNAL DE MONTREAL (F)			SATURDAY	5,066	11
LE JOURNAL DE MONTREAL (F)			SUNDAY	6,412	14
MONTREAL LA PRESSE (F)			MORN	2,012	4
MONTREAL LA PRESSE (F)			SATURDAY	3,732	8
MONTREAL LA PRESSE (F)			SUNDAY	2,720	6
MONTREAL ECHOS VEDETTES (F)			SAT.	3,817	8
QUEBEC LE SOLEIL (F)			SATURDAY	404	1
* TROIS RIVIERES LE NOUVELLISTE (F)			MORN	23,577	52
SHEFFORD	29,700	R13			
* GRANBY LA VOIX DE L'EST (F)			MORN	11,172	38
MONTREAL GAZETTE			MORN	362	1
MONTREAL GAZETTE			SATURDAY	664	2
MONTREAL GAZETTE			SUNDAY	327	1
LE JOURNAL DE MONTREAL (F)			MORN	2,790	9
LE JOURNAL DE MONTREAL (F)			SATURDAY	3,387	11
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,173	14
MONTREAL LA PRESSE (F)			MORN	1,140	4
MONTREAL LA PRESSE (F)			SATURDAY	2,148	7
MONTREAL LA PRESSE (F)			SUNDAY	1,256	4
MONTREAL ECHOS VEDETTES (F)			SAT.	2,109	7
LE COURRIER DE SAINT HYACINTHE (F)			WED.	273	1
SHERBROOKE LA TRIBUNE (F)			MORN	572	2
SHERBROOKE LA TRIBUNE (F)			SATURDAY	633	2
SHERBROOKE	50,400	R15			
MONTREAL GAZETTE			MORN	978	2
MONTREAL GAZETTE			SATURDAY	1,543	3
MONTREAL GAZETTE			SUNDAY	848	2
MONTREAL LE DEVOIR (F)			MORN	448	1
MONTREAL LE DEVOIR (F)			SATURDAY	606	1
LE JOURNAL DE MONTREAL (F)			MORN	2,565	5
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,976	6

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
SHERBROOKE (CONT.)					
LE JOURNAL DE MONTREAL (F)			SUNDAY	4,599	9
MONTREAL LA PRESSE (F)			MORN	1,618	3
MONTREAL LA PRESSE (F)			SATURDAY	3,189	6
MONTREAL LA PRESSE (F)			SUNDAY	2,162	4
MONTREAL ECHOS VEDETTES (F)			SAT.	2,416	5
* SHERBROOKE RECORD			MORN	1,760	3
* SHERBROOKE LA TRIBUNE (F)			MORN	21,136	42
* SHERBROOKE LA TRIBUNE (F)			SATURDAY	25,822	51
SOULANGES	6,800	R25			
LE JOURNAL DE MONTREAL (F)			MORN	1,422	21
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,703	25
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,632	24
MONTREAL LA PRESSE (F)			MORN	311	5
MONTREAL LA PRESSE (F)			SATURDAY	627	9
MONTREAL LA PRESSE (F)			SUNDAY	317	5
MONTREAL ECHOS VEDETTES (F)			SAT.	525	8
STANSTEAD	15,300	S15			
MONTREAL GAZETTE			MORN	492	3
MONTREAL GAZETTE			SATURDAY	1,147	8
MONTREAL GAZETTE			SUNDAY	402	3
LE JOURNAL DE MONTREAL (F)			MORN	673	4
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,052	7
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,358	9
MONTREAL LA PRESSE (F)			MORN	287	2
MONTREAL LA PRESSE (F)			SATURDAY	1,193	8
MONTREAL LA PRESSE (F)			SUNDAY	519	3
MONTREAL ECHOS VEDETTES (F)			SAT.	865	6
SHERBROOKE RECORD			MORN	1,085	7
SHERBROOKE LA TRIBUNE (F)			MORN	4,108	27
SHERBROOKE LA TRIBUNE (F)			SATURDAY	4,882	32
TEMISCAMINGUE	20,200	K 2			
LE JOURNAL DE MONTREAL (F)			MORN	1,824	9
LE JOURNAL DE MONTREAL (F)			SATURDAY	2,160	11
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,804	9
MONTREAL LA PRESSE (F)			MORN	581	3
MONTREAL LA PRESSE (F)			SATURDAY	1,134	6
MONTREAL LA PRESSE (F)			SUNDAY	397	2
MONTREAL ECHOS VEDETTES (F)			SAT.	1,678	8
* ROUYN LA FRONTIERE (F)			TUE.	8,720	43
VAL D'OR L'ECHO ABITIBIEN (F)			TUE.	317	2
NORTH BAY NUGGET			EVE	552	3
TEMISCOUATA	6,600	G23			
MONTREAL ECHOS VEDETTES (F)			SAT.	522	8
QUEBEC LE SOLEIL (F)			MORN	604	9
QUEBEC LE SOLEIL (F)			SATURDAY	693	11
QUEBEC LE SOLEIL (F)			SUNDAY	563	9
LE JOURNAL DE QUEBEC (F)			MORN	458	7
LE JOURNAL DE QUEBEC (F)			SATURDAY	494	7
LE JOURNAL DE QUEBEC (F)			SUNDAY	461	7
RIVIERE DU LOUP LE SAINT-LAURENT ECHO(F)			TUE.	719	11

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

QUEBEC

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
TERREBONNE	80,600	N26			
MONTREAL GAZETTE			MORN	2,883	4
MONTREAL GAZETTE			SATURDAY	5,776	7
MONTREAL GAZETTE			SUNDAY	2,772	3
MONTREAL LE DEVOIR (F)			MORN	495	1
MONTREAL LE DEVOIR (F)			SATURDAY	838	1
LE JOURNAL DE MONTREAL (F)			MORN	19,829	25
LE JOURNAL DE MONTREAL (F)			SATURDAY	26,265	33
LE JOURNAL DE MONTREAL (F)			SUNDAY	24,291	30
MONTREAL LA PRESSE (F)			MORN	9,732	12
MONTREAL LA PRESSE (F)			SATURDAY	19,002	24
MONTREAL LA PRESSE (F)			SUNDAY	10,236	13
MONTREAL ECHOS VEDETTES (F)			SAT.	6,925	9
* ST JEROME L'ECHO DU NORD (F)			WED.	8,946	11
VAUDREUIL	21,800	Q25			
MONTREAL GAZETTE			MORN	3,219	15
MONTREAL GAZETTE			SATURDAY	5,085	23
MONTREAL GAZETTE			SUNDAY	3,344	15
LE JOURNAL DE MONTREAL (F)			MORN	3,422	16
LE JOURNAL DE MONTREAL (F)			SATURDAY	4,181	19
LE JOURNAL DE MONTREAL (F)			SUNDAY	3,969	18
MONTREAL LA PRESSE (F)			MORN	2,174	10
MONTREAL LA PRESSE (F)			SATURDAY	3,500	16
MONTREAL LA PRESSE (F)			SUNDAY	2,182	10
MONTREAL ECHOS VEDETTES (F)			SAT.	1,265	6
VERCHERES	24,400	N31			
MONTREAL GAZETTE			MORN	491	2
MONTREAL GAZETTE			SATURDAY	709	3
MONTREAL GAZETTE			SUNDAY	467	2
LE JOURNAL DE MONTREAL (F)			MORN	5,530	23
LE JOURNAL DE MONTREAL (F)			SATURDAY	6,686	27
LE JOURNAL DE MONTREAL (F)			SUNDAY	6,224	26
MONTREAL LA PRESSE (F)			MORN	3,850	16
MONTREAL LA PRESSE (F)			SATURDAY	6,281	26
MONTREAL LA PRESSE (F)			SUNDAY	4,212	17
MONTREAL ECHOS VEDETTES (F)			SAT.	1,594	7
WOLFE	5,300	P17			
MONTREAL ECHOS VEDETTES (F)			SAT.	307	6
SHERBROOKE LA TRIBUNE (F)			MORN	1,508	28
SHERBROOKE LA TRIBUNE (F)			SATURDAY	1,567	30
YAMASKA	5,200	O12			
LE JOURNAL DE MONTREAL (F)			MORN	412	8
LE JOURNAL DE MONTREAL (F)			SATURDAY	715	14
LE JOURNAL DE MONTREAL (F)			SUNDAY	629	12
MONTREAL LA PRESSE (F)			SATURDAY	245	5
MONTREAL ECHOS VEDETTES (F)			SAT.	554	11
TROIS RIVIERES LE NOUVELLISTE (F)			MORN	467	9

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ALGOMA	44,400	D12			
* SAULT STE. MARIE SAULT STAR			EVE	26,981	61
SUDBURY STAR			EVE	548	1
TORONTO STAR			ALL DAY	1,719	4
TORONTO STAR			SATURDAY	2,262	5
TORONTO STAR			SUNDAY	2,102	5
BRANT	40,700	R16			
* BRANTFORD EXPOSITOR			EVE	28,524	70
HAMILTON SPECTATOR			EVE	1,036	3
TORONTO STAR			ALL DAY	2,426	6
TORONTO STAR			SATURDAY	3,634	9
TORONTO STAR			SUNDAY	3,352	8
TORONTO SUN			MORN	2,232	5
TORONTO SUN			SATURDAY	1,582	4
TORONTO SUN			SUNDAY	1,720	4
BRUCE	22,600	M14			
* CHESLEY ENTERPRISE			WED.	2,062	9
HANOVER POST			TUE.	762	3
KITCHENER-WATERLOO RECORD			EVE	1,386	6
LONDON FREE PRESS			MORN	740	3
* PAISLEY TARA ADVOCATE LEADER			WED.	717	3
OWEN SOUND SUN TIMES			EVE	7,993	35
* PORT ELGIN BEACON TIMES			WED.	3,894	17
TORONTO STAR			ALL DAY	2,942	13
TORONTO STAR			SATURDAY	5,231	23
TORONTO STAR			SUNDAY	3,637	16
TORONTO SUN			SATURDAY	727	3
TORONTO SUN			SUNDAY	1,173	5
* WIARTON ECHO			WED.	3,523	16
COCHRANE	34,300	E 6			
* COCHRANE NORTHLAND POST			WED.	2,509	7
* IROQUOIS FALLS ENTERPRISE			WED.	2,499	7
* TIMMINS PRESS			EVE	12,709	37
TORONTO STAR			ALL DAY	875	3
TORONTO STAR			SATURDAY	1,390	4
TORONTO STAR			SUNDAY	836	2
DUFFERIN	12,300	O17			
* ORANGEVILLE BANNER			W & F	5,715	46
TORONTO STAR			ALL DAY	1,958	16
TORONTO STAR			SATURDAY	4,379	36
TORONTO STAR			SUNDAY	2,151	17
TORONTO SUN			MORN	1,520	12
TORONTO SUN			SATURDAY	1,454	12
TORONTO SUN			SUNDAY	4,343	35
DURHAM	128,000	I10			
LINDSAY POST			THUR.	661	1
* OSHAWA TIMES			EVE	20,841	16
TORONTO STAR			ALL DAY	24,343	19
TORONTO STAR			SATURDAY	41,548	32
TORONTO STAR			SUNDAY	23,972	19

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
DURHAM (CONT.)					
TORONTO SUN			MORN	22,266	17
TORONTO SUN			SATURDAY	14,772	12
TORONTO SUN			SUNDAY	45,335	35
ELGIN	25,700	S13			
* AYLMER EXPRESS			WED.	3,594	14
LONDON FREE PRESS			MORN	8,847	34
* ST. THOMAS TIMES-JOURNAL			EVE	9,987	39
TILLSONBURG NEWS			M,W,F	751	3
TORONTO STAR			ALL DAY	340	1
* TORONTO STAR			SATURDAY	433	2
TORONTO STAR			SUNDAY	2,486	10
ESSEX	122,900	T 8			
* LEAMINGTON POST			TUE.	6,298	5
TORONTO STAR			SATURDAY	1,166	1
TORONTO STAR			SUNDAY	1,666	1
* WINDSOR STAR			EVE	82,571	67
FRONTENAC	46,500	M27			
* KINGSTON WHIG-STANDARD			EVE	26,874	58
OTTAWA CITIZEN			ALL DAY	445	1
OTTAWA CITIZEN			SATURDAY	706	2
OTTAWA CITIZEN			SUNDAY	294	1
OTTAWA SUN			SUNDAY	867	2
TORONTO STAR			ALL DAY	3,186	7
TORONTO STAR			SATURDAY	4,156	9
TORONTO STAR			SUNDAY	4,695	10
GREY	29,900	M16			
CHESLEY ENTERPRISE			WED.	337	1
COLLINGWOOD ENTERPRISE-BULLETIN			W & SAT.	296	1
* DURHAM CHRONICLE			WED.	1,737	6
* HANOVER POST			TUE.	3,654	12
KITCHENER-WATERLOO RECORD			EVE	836	3
* MARKDALE STANDARD			WED.	1,415	5
* MEAFORD EXPRESS			WED.	2,366	8
* OWEN SOUND SUN TIMES			EVE	15,539	52
TORONTO STAR			ALL DAY	2,538	8
TORONTO STAR			SATURDAY	5,232	18
TORONTO STAR			SUNDAY	3,333	11
TORONTO SUN			SATURDAY	945	3
TORONTO SUN			SUNDAY	1,685	6
HALDIMAND-NORFOLK	35,000	S16			
BRANTFORD EXPOSITOR			EVE	3,087	9
* DELHI NEWS-RECORD			WED.	3,092	9
* DUNNVILLE CHRONICLE			WED.	3,688	11
HAMILTON SPECTATOR			EVE	7,566	22
LONDON FREE PRESS			MORN	620	2
* SIMCOE REFORMER			EVE	10,053	29
TILLSONBURG NEWS			M,W,F	1,130	3
TORONTO STAR			ALL DAY	2,111	6
TORONTO STAR			SATURDAY	3,453	10
TORONTO STAR			SUNDAY	3,410	10

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
HALIBURTON	5,300	K22			
* HALIBURTON COUNTY ECHO			WED.	3,782	71
TORONTO STAR			ALL DAY	1,096	21
TORONTO STAR			SATURDAY	2,939	55
TORONTO STAR			SUNDAY	1,528	29
HALTON	99,200	L 5			
BURLINGTON SPECTATOR			EVE	22,508	23
TORONTO STAR			ALL DAY	19,435	20
TORONTO STAR			SATURDAY	31,451	32
TORONTO STAR			SUNDAY	20,295	20
TORONTO SUN			MORN	11,207	11
TORONTO SUN			SATURDAY	8,110	8
TORONTO SUN			SUNDAY	26,525	27
HAMILTON-WENTWORTH	166,400	M 4			
* HAMILTON SPECTATOR			EVE	100,481	60
TORONTO STAR			ALL DAY	6,440	4
TORONTO STAR			SATURDAY	6,647	4
TORONTO STAR			SUNDAY	9,429	6
TORONTO SUN			MORN	7,851	5
TORONTO SUN			SATURDAY	6,298	4
TORONTO SUN			SUNDAY	9,563	6
HASTINGS	45,400	O25			
* BELLEVILLE INTELLIGENCER			EVE	17,560	39
KINGSTON WHIG-STANDARD			EVE	411	1
TORONTO STAR			ALL DAY	5,744	13
TORONTO STAR			SATURDAY	8,751	19
TORONTO STAR			SUNDAY	7,044	16
TORONTO SUN			SUNDAY	1,578	3
* TRENTON TRENTONIAN AND TRI-COUNTY NEWS			M,W,F	6,827	15
HURON	21,000	O13			
KITCHENER-WATERLOO RECORD			EVE	938	4
LONDON FREE PRESS			MORN	6,418	31
TORONTO STAR			ALL DAY	879	4
TORONTO STAR			SATURDAY	1,621	8
TORONTO STAR			SUNDAY	1,841	9
KENORA	21,300	C 4			
* DRYDEN OBSERVER			TUE.	5,832	27
* KENORA MINER AND NEWS			EVE	4,937	23
THUNDER BAY TIMES-NEWS,CHRONICLE-JOURNAL			MORN/EVE	964	5
THUNDER BAY TIMES-NEWS, CHRONICLE-JRNL.			SUNDAY	907	4
WINNIPEG SUN			MORN	478	2
WINNIPEG SUN			SUNDAY	521	2
WINNIPEG FREE PRESS			EVE	2,581	12
WINNIPEG FREE PRESS			SATURDAY	3,302	16
WINNIPEG FREE PRESS			SUNDAY	2,153	10
KENT	39,600	T11			
* BLENHEIM NEWS-TRIBUNE			WED.	2,930	7
* CHATHAM NEWS			EVE	16,132	41
LONDON FREE PRESS			MORN	7,850	20

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
KENT (CONT.)					
TORONTO STAR			ALL DAY	583	1
TORONTO STAR			SATURDAY	752	2
TORONTO STAR			SUNDAY	1,890	5
WINDSOR STAR			EVE	2,774	7
LAMBTON	48,800	R11			
LONDON FREE PRESS			MORN	11,649	24
* SARNIA OBSERVER			EVE	24,148	49
TORONTO STAR			SATURDAY	1,177	2
TORONTO STAR			SUNDAY	2,918	6
LANARK	20,100	L28			
* ALMONTE GAZETTE			WED.	2,464	12
ARNPRIOR CHRONICLE-GUIDE			WED.	321	2
* CARLETON PLACE CANADIAN			WED.	3,528	18
OTTAWA CITIZEN			ALL DAY	8,596	43
OTTAWA CITIZEN			SATURDAY	11,094	55
OTTAWA CITIZEN			SUNDAY	8,132	40
OTTAWA SUN			ALL DAY	382	2
OTTAWA SUN			SUNDAY	788	4
* PERTH COURIER			WED.	5,254	26
* SMITH FALLS RECORD NEWS			WED.	3,728	19
TORONTO STAR			ALL DAY	344	2
TORONTO STAR			SATURDAY	584	3
TORONTO STAR			SUNDAY	594	3
LEEDS & GRENVILLE	32,000	N29			
* BROCKVILLE RECORDER AND TIMES			EVE	15,740	49
* GANANOQUE REPORTER			WED.	4,066	13
KINGSTON WHIG-STANDARD			EVE	2,375	7
OTTAWA CITIZEN			ALL DAY	3,817	12
OTTAWA CITIZEN			SATURDAY	5,651	18
OTTAWA CITIZEN			SUNDAY	3,440	11
OTTAWA SUN			ALL DAY	350	1
OTTAWA SUN			SUNDAY	608	2
SMITH FALLS RECORD NEWS			WED.	696	2
TORONTO STAR			ALL DAY	878	3
TORONTO STAR			SATURDAY	1,309	4
TORONTO STAR			SUNDAY	1,630	5
LENNOX & ADDINGTON	12,800	O26			
KINGSTON WHIG-STANDARD			EVE	4,962	39
TORONTO STAR			ALL DAY	778	6
TORONTO STAR			SATURDAY	1,107	9
TORONTO STAR			SUNDAY	1,167	9
MANITOULIN	3,800	G13			
* LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	2,970	78
SUDBURY STAR			EVE	650	17
TORONTO STAR			SATURDAY	192	5
MIDDLESEX	134,000	R13			
* LONDON FREE PRESS			MORN	76,572	57
* STRATHROY AGE DISPATCH			WED.	5,340	4
TORONTO STAR			ALL DAY	4,149	3

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
MIDDLESEX (CONT.)					
TORONTO STAR			SATURDAY	5,370	4
TORONTO STAR			SUNDAY	19,516	15
TORONTO SUN			SUNDAY	1,551	1
MUSKOKA	17,400	K20			
* BRACEBRIDGE HERALD-GAZETTE			WED.	4,338	25
* GRAVENHURST NEWS			WED.	2,161	12
* HUNTSVILLE FORESTER			WED.	4,822	28
ORILLIA PACKET & TIMES			EVE	268	2
TORONTO STAR			ALL DAY	4,419	25
TORONTO STAR			SATURDAY	9,059	52
TORONTO STAR			SUNDAY	4,883	28
TORONTO SUN			SATURDAY	1,164	7
TORONTO SUN			SUNDAY	2,188	13
NIAGARA	142,800	P 8			
HAMILTON SPECTATOR			EVE	6,496	5
* NIAGARA FALLS REVIEW			EVE	22,872	16
* ST. CATHARINES STANDARD			EVE	43,281	30
TORONTO STAR			ALL DAY	11,636	8
TORONTO STAR			SATURDAY	16,425	12
TORONTO STAR			SUNDAY	15,124	11
TORONTO SUN			MORN	4,528	3
TORONTO SUN			SATURDAY	4,377	3
TORONTO SUN			SUNDAY	7,562	5
* WELLAND TRIBUNE			EVE	17,689	12
NIPISSING	30,200	G22			
* NORTH BAY NUGGET			EVE	19,139	63
TORONTO STAR			ALL DAY	2,018	7
TORONTO STAR			SATURDAY	2,435	8
TORONTO STAR			SUNDAY	2,770	9
NORTHUMBERLAND	27,500	O23			
* COBOURG STAR			EVE	5,723	21
PETERBOROUGH EXAMINER			EVE	1,148	4
PETERBOROUGH EXAMINER			SUNDAY	903	3
* PORT HOPE GUIDE			EVE	3,427	12
TORONTO STAR			ALL DAY	3,829	14
TORONTO STAR			SATURDAY	6,481	24
TORONTO STAR			SUNDAY	4,176	15
TORONTO SUN			MORN	1,287	5
TORONTO SUN			SATURDAY	1,068	4
TORONTO SUN			SUNDAY	2,388	9
TRENTON TRENTONIAN AND TRI-COUNTY NEWS			M,W,F	997	4
OTTAWA-CARLETON	249,800	K29			
MONTREAL GAZETTE			MORN	2,824	1
MONTREAL GAZETTE			SATURDAY	2,794	1
MONTREAL GAZETTE			SUNDAY	2,124	1
MONTREAL LE DEVOIR (F)			MORN	1,466	1
MONTREAL LE DEVOIR (F)			SATURDAY	1,556	1
LE JOURNAL DE MONTREAL (F)			MORN	2,576	1
LE JOURNAL DE MONTREAL (F)			SATURDAY	1,918	1
LE JOURNAL DE MONTREAL (F)			SUNDAY	2,000	1

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
OTTAWA-CARLETON (CONT.)					
MONTREAL LA PRESSE (F)			MORN	1,670	1
MONTREAL LA PRESSE (F)			SATURDAY	1,656	1
MONTREAL LA PRESSE (F)			SUNDAY	896	
MONTREAL ECHOS VEDETTES (F)			SAT.	650	
ALEXANDRIA GLENGARRY NEWS			WED.	323	
ARNPRIOR CHRONICLE-GUIDE			WED.	779	
* OTTAWA CITIZEN			ALL DAY	135,347	54
* OTTAWA CITIZEN			SATURDAY	170,484	68
* OTTAWA CITIZEN			SUNDAY	115,908	46
* OTTAWA LE DROIT (F)			ALL DAY	6,822	3
* OTTAWA LE DROIT (F)			SATURDAY	7,057	3
* OTTAWA SUN			ALL DAY	27,986	11
* OTTAWA SUN			SUNDAY	29,672	12
* STITTSVILLE NEWS			WED.	3,556	1
TORONTO STAR			ALL DAY	2,587	1
TORONTO STAR			SATURDAY	3,532	1
TORONTO STAR			SUNDAY	5,890	2
OXFORD	33,200	R15			
BRANTFORD EXPOSITOR			EVE	521	2
DELHI NEWS-RECORD			WED.	374	1
KITCHENER-WATERLOO RECORD			EVE	1,426	4
LONDON FREE PRESS			MORN	9,391	28
STRATFORD BEACON-HERALD			EVE	613	2
* TILLSONBURG NEWS			M,W,F	4,587	14
TORONTO STAR			ALL DAY	770	2
TORONTO STAR			SATURDAY	1,398	4
TORONTO STAR			SUNDAY	2,217	7
TORONTO SUN			SUNDAY	621	2
* WOODSTOCK SENTINEL-REVIEW			EVE	10,744	32
PARRY SOUND	14,000	I19			
HUNTSVILLE FORESTER			WED.	276	2
NORTH BAY NUGGET			EVE	2,896	21
TORONTO STAR			ALL DAY	2,331	17
TORONTO STAR			SATURDAY	3,962	28
TORONTO STAR			SUNDAY	2,464	18
TORONTO SUN			SATURDAY	280	2
TORONTO SUN			SUNDAY	430	3
PEEL	201,800	K 6			
ORANGEVILLE BANNER			W & F	493	
TORONTO STAR			ALL DAY	60,200	30
TORONTO STAR			SATURDAY	88,795	44
TORONTO STAR			SUNDAY	57,401	28
TORONTO SUN			MORN	44,763	22
TORONTO SUN			SATURDAY	26,584	13
TORONTO SUN			SUNDAY	75,226	37
PERTH	25,700	P14			
KITCHENER-WATERLOO RECORD			EVE	3,056	12
LONDON FREE PRESS			MORN	2,319	9
* STRATFORD BEACON-HERALD			EVE	12,817	50
TORONTO STAR			ALL DAY	1,090	4
TORONTO STAR			SATURDAY	2,480	10

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
PERTH (CONT.)					
TORONTO STAR			SUNDAY	2,286	9
PETERBOROUGH	44,000	N23			
* PETERBOROUGH EXAMINER			EVE	25,657	58
* PETERBOROUGH EXAMINER			SUNDAY	22,288	51
TORONTO STAR			ALL DAY	4,365	10
TORONTO STAR			SATURDAY	9,533	22
TORONTO STAR			SUNDAY	5,359	12
TORONTO SUN			MORN	2,475	6
TORONTO SUN			SATURDAY	2,022	5
TORONTO SUN			SUNDAY	4,498	10
PRESCOTT & RUSSELL	22,000	K32			
MONTREAL GAZETTE			SATURDAY	339	2
LE JOURNAL DE MONTREAL (F)			MORN	775	4
LE JOURNAL DE MONTREAL (F)			SATURDAY	945	4
LE JOURNAL DE MONTREAL (F)			SUNDAY	1,014	5
MONTREAL ECHOS VEDETTES (F)			SAT.	409	2
ALEXANDRIA GLENGARRY NEWS			WED.	479	2
OTTAWA CITIZEN			ALL DAY	5,027	23
OTTAWA CITIZEN			SATURDAY	6,792	31
OTTAWA CITIZEN			SUNDAY	4,873	22
OTTAWA LE DROIT (F)			ALL DAY	3,127	14
OTTAWA LE DROIT (F)			SATURDAY	3,401	15
PRINCE EDWARD	8,600	P25			
BELLEVILLE INTELLIGENCER			EVE	1,121	13
KINGSTON WHIG-STANDARD			EVE	471	5
TORONTO STAR			ALL DAY	918	11
TORONTO STAR			SATURDAY	1,497	17
TORONTO STAR			SUNDAY	1,068	12
TORONTO SUN			SUNDAY	371	4
TRENTON TRENTONIAN AND TRI-COUNTY NEWS			M,W,F	447	5
RAINY RIVER	8,400	F 2			
* ATIKOKAN PROGRESS			WED.	1,638	20
* FORT FRANCES TIMES			WED.	5,299	63
THUNDER BAY TIMES-NEWS,CHRONICLE-JOURNAL			MORN/EVE	944	11
THUNDER BAY TIMES-NEWS, CHRONICLE-JRNL.			SUNDAY	898	11
WINNIPEG FREE PRESS			EVE	774	9
WINNIPEG FREE PRESS			SATURDAY	1,046	12
WINNIPEG FREE PRESS			SUNDAY	688	8
RENFREW	34,000	J26			
* ARNPRIOR CHRONICLE-GUIDE			WED.	4,079	12
OTTAWA CITIZEN			ALL DAY	10,109	30
OTTAWA CITIZEN			SATURDAY	14,002	41
OTTAWA CITIZEN			SUNDAY	9,465	28
OTTAWA SUN			ALL DAY	423	1
OTTAWA SUN			SUNDAY	819	2
* PEMBROKE OBSERVER			EVE	7,138	21
* RENFREW MERCURY			WED.	5,983	18
TORONTO STAR			ALL DAY	663	2
TORONTO STAR			SATURDAY	1,160	3
TORONTO STAR			SUNDAY	1,145	3

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
SIMCOE	98,200	M19			
* ALLISTON HERALD			WED.	5,418	6
* BARRIE EXAMINER			EVE	14,101	14
* COLLINGWOOD ENTERPRISE-BULLETIN			W & SAT.	5,272	5
* MIDLAND FREE PRESS			W & F	6,682	7
* ORILLIA PACKET & TIMES			EVE	10,606	11
TORONTO STAR			ALL DAY	14,819	15
TORONTO STAR			SATURDAY	32,960	34
TORONTO STAR			SUNDAY	17,489	18
TORONTO SUN			MORN	7,561	8
TORONTO SUN			SATURDAY	7,767	8
TORONTO SUN			SUNDAY	18,187	19
STOR. , DUN. & GLEN.	39,500	L32			
MONTREAL GAZETTE			MORN	965	2
MONTREAL GAZETTE			SATURDAY	1,509	4
MONTREAL GAZETTE			SUNDAY	1,016	3
LE JOURNAL DE MONTREAL (F)			MORN	310	1
LE JOURNAL DE MONTREAL (F)			SATURDAY	327	1
LE JOURNAL DE MONTREAL (F)			SUNDAY	367	1
* ALEXANDRIA GLENGARRY NEWS			WED.	6,126	16
BROCKVILLE RECORDER AND TIMES			EVE	289	1
* CORNWALL STANDARD-FREEHOLDER			EVE	18,102	46
OTTAWA CITIZEN			ALL DAY	6,922	18
OTTAWA CITIZEN			SATURDAY	8,650	22
OTTAWA CITIZEN			SUNDAY	6,599	17
OTTAWA SUN			ALL DAY	319	1
OTTAWA SUN			SUNDAY	493	1
TORONTO STAR			ALL DAY	323	1
TORONTO STAR			SATURDAY	474	1
TORONTO STAR			SUNDAY	843	2
SUDBURY RM	57,000	D16			
LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	552	1
* SUDBURY STAR			EVE	26,246	46
TORONTO STAR			ALL DAY	3,650	6
TORONTO STAR			SATURDAY	4,355	8
TORONTO STAR			SUNDAY	4,436	8
SUDBURY DISTRICT	9,100	C16			
LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	250	3
SUDBURY STAR			EVE	1,593	18
TIMMINS PRESS			EVE	272	3
THUNDER BAY	60,700	E 4			
* THUNDER BAY TIMES-NEWS,CHRONICLE-JOURNAL			MORN/EVE	36,693	60
* THUNDER BAY TIMES-NEWS, CHRONICLE-JRNL.			SUNDAY	32,842	54
TORONTO STAR			ALL DAY	251	
TORONTO STAR			SATURDAY	510	1
TORONTO STAR			SUNDAY	274	
WINNIPEG FREE PRESS			SATURDAY	382	1
TIMISKAMING	15,200	F 7			
MONTREAL ECHOS VEDETTES (F)			SAT.	397	3
* KIRKLAND LAKE NORTHERN NEWS			EVE	5,706	38

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
TIMISKAMING (CONT.)					
NORTH BAY NUGGET			EVE	1,101	7
TORONTO STAR			ALL DAY	393	3
TORONTO STAR			SATURDAY	533	4
TORONTO STAR			SUNDAY	437	3
TORONTO	842,600	K 8			
MONTREAL GAZETTE			MORN	366	
MONTREAL GAZETTE			SATURDAY	510	
MONTREAL GAZETTE			SUNDAY	276	
MONTREAL LA PRESSE (F)			MORN	346	
MONTREAL LA PRESSE (F)			SATURDAY	473	
LITTLE CURRENT MANITOULIN EXPOSITOR			WED.	253	
OTTAWA CITIZEN			ALL DAY	289	
OTTAWA CITIZEN			SATURDAY	440	
* TORONTO STAR			ALL DAY	260,887	31
* TORONTO STAR			SATURDAY	356,820	42
* TORONTO STAR			SUNDAY	221,173	26
* TORONTO SUN			MORN	147,115	17
* TORONTO SUN			SATURDAY	94,292	11
* TORONTO SUN			SUNDAY	207,932	25
VANCOUVER SUN			SATURDAY	256	
VICTORIA	23,000	M21			
HALIBURTON COUNTY ECHO			WED.	258	1
* LINDSAY POST			EVE	5,922	26
* LINDSAY POST			THUR.	4,056	18
PETERBOROUGH EXAMINER			EVE	935	4
PETERBOROUGH EXAMINER			SUNDAY	812	4
TORONTO STAR			ALL DAY	3,847	17
TORONTO STAR			SATURDAY	8,792	38
TORONTO STAR			SUNDAY	4,371	19
TORONTO SUN			MORN	1,004	4
TORONTO SUN			SATURDAY	960	4
TORONTO SUN			SUNDAY	2,769	12
WATERLOO	128,400	L 2			
* CAMBRIDGE REPORTER			EVE	14,637	11
* KITCHENER-WATERLOO RECORD			EVE	65,710	51
TORONTO STAR			ALL DAY	3,476	3
TORONTO STAR			SATURDAY	6,547	5
TORONTO STAR			SUNDAY	5,862	5
TORONTO SUN			MORN	6,473	5
TORONTO SUN			SATURDAY	4,974	4
TORONTO SUN			SUNDAY	7,419	6
WELLINGTON	55,200	O16			
* GUELPH MERCURY			EVE	19,127	35
KITCHENER-WATERLOO RECORD			EVE	7,285	13
TORONTO STAR			ALL DAY	4,221	8
TORONTO STAR			SATURDAY	8,841	16
TORONTO STAR			SUNDAY	5,458	10
TORONTO SUN			MORN	3,239	6
TORONTO SUN			SATURDAY	2,438	4
TORONTO SUN			SUNDAY	4,337	8

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY COUNTY

ONTARIO

COUNTY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
YORK	136,800	J 7			
TORONTO STAR			ALL DAY	45,143	33
TORONTO STAR			SATURDAY	73,067	53
TORONTO STAR			SUNDAY	47,371	35
TORONTO SUN			MORN	21,150	15
TORONTO SUN			SATURDAY	12,708	9
TORONTO SUN			SUNDAY	37,659	28

* DENOTES NEWSPAPER PUBLISHED WITHIN COUNTY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

MANITOBA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 01	5,700	Q13			
STEINBACH CARILLON			WED.	1,096	19
WINNIPEG SUN			SUNDAY	433	8
WINNIPEG FREE PRESS			EVE	2,124	37
WINNIPEG FREE PRESS			SATURDAY	4,236	74
WINNIPEG FREE PRESS			SUNDAY	1,957	34
CEN. DIV. 02	13,900	R11			
* STEINBACH CARILLON			WED.	7,868	57
WINNIPEG SUN			MORN	576	4
WINNIPEG SUN			SUNDAY	808	6
WINNIPEG FREE PRESS			EVE	4,064	29
WINNIPEG FREE PRESS			SATURDAY	7,659	55
WINNIPEG FREE PRESS			SUNDAY	3,881	28
CEN. DIV. 03	13,800	S 9			
STEINBACH CARILLON			WED.	695	5
WINNIPEG SUN			MORN	440	3
WINNIPEG SUN			SUNDAY	561	4
WINNIPEG FREE PRESS			EVE	2,177	16
WINNIPEG FREE PRESS			SATURDAY	4,743	34
WINNIPEG FREE PRESS			SUNDAY	1,939	14
CEN. DIV. 04	3,800	S 8			
WINNIPEG FREE PRESS			EVE	586	15
WINNIPEG FREE PRESS			SATURDAY	1,201	32
WINNIPEG FREE PRESS			SUNDAY	524	14
CEN. DIV. 05	6,000	S 3			
BRANDON SUN			EVE	1,590	27
BRANDON SUN			SUNDAY	1,297	22
WINNIPEG FREE PRESS			EVE	363	6
WINNIPEG FREE PRESS			SATURDAY	643	11
WINNIPEG FREE PRESS			SUNDAY	337	6
CEN. DIV. 06	3,900	Q 2			
BRANDON SUN			EVE	1,115	29
BRANDON SUN			SUNDAY	939	24
* VIRDEN EMPIRE-ADVANCE			WED.	2,396	61
WINNIPEG FREE PRESS			EVE	223	6
WINNIPEG FREE PRESS			SATURDAY	288	7
CEN. DIV. 07	21,200	Q 5			
* BRANDON SUN			EVE	13,768	65
* BRANDON SUN			SUNDAY	12,172	57
WINNIPEG SUN			MORN	570	3
WINNIPEG SUN			SUNDAY	674	3
WINNIPEG FREE PRESS			EVE	1,930	9
WINNIPEG FREE PRESS			SATURDAY	2,292	11
WINNIPEG FREE PRESS			SUNDAY	1,759	8
CEN. DIV. 08	5,400	P 7			
WINNIPEG FREE PRESS			EVE	558	10
WINNIPEG FREE PRESS			SATURDAY	1,241	23
WINNIPEG FREE PRESS			SUNDAY	479	9

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

MANITOBA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 09	8,900	Q 8			
* PORTAGE LA PRAIRIE GRAPHIC			EVE	4,448	50
WINNIPEG SUN			MORN	516	6
WINNIPEG SUN			SUNDAY	754	8
WINNIPEG FREE PRESS			EVE	1,781	20
WINNIPEG FREE PRESS			SATURDAY	2,921	33
WINNIPEG FREE PRESS			SUNDAY	1,587	18
CEN. DIV. 10	2,100	Q10			
WINNIPEG SUN			MORN	269	13
WINNIPEG SUN			SUNDAY	337	16
WINNIPEG FREE PRESS			EVE	847	40
WINNIPEG FREE PRESS			SATURDAY	1,577	75
WINNIPEG FREE PRESS			SUNDAY	716	34
CEN. DIV. 11	235,200	G11			
STEINBACH CARILLON			WED.	1,232	1
* WINNIPEG SUN			MORN	42,489	18
* WINNIPEG SUN			SUNDAY	47,673	20
* WINNIPEG FREE PRESS			EVE	132,543	56
* WINNIPEG FREE PRESS			SATURDAY	170,352	72
* WINNIPEG FREE PRESS			SUNDAY	116,537	50
CEN. DIV. 12	6,000	Q11			
STEINBACH CARILLON			WED.	371	6
WINNIPEG SUN			MORN	407	7
WINNIPEG SUN			SUNDAY	552	9
WINNIPEG FREE PRESS			EVE	2,645	44
WINNIPEG FREE PRESS			SATURDAY	4,402	73
WINNIPEG FREE PRESS			SUNDAY	2,544	42
CEN. DIV. 13	11,700	P11			
WINNIPEG SUN			MORN	841	7
WINNIPEG SUN			SUNDAY	1,181	10
WINNIPEG FREE PRESS			EVE	5,403	46
WINNIPEG FREE PRESS			SATURDAY	8,509	73
WINNIPEG FREE PRESS			SUNDAY	4,994	43
CEN. DIV. 14	4,800	P10			
WINNIPEG SUN			SUNDAY	255	5
WINNIPEG FREE PRESS			EVE	2,237	47
WINNIPEG FREE PRESS			SATURDAY	4,355	91
WINNIPEG FREE PRESS			SUNDAY	2,039	42
CEN. DIV. 15	9,200	O 3			
BRANDON SUN			EVE	1,856	20
BRANDON SUN			SUNDAY	1,468	16
WINNIPEG FREE PRESS			EVE	710	8
WINNIPEG FREE PRESS			SATURDAY	1,311	14
WINNIPEG FREE PRESS			SUNDAY	601	7
CEN. DIV. 16	4,600	M 2			
WINNIPEG FREE PRESS			EVE	346	8
WINNIPEG FREE PRESS			SATURDAY	562	12
WINNIPEG FREE PRESS			SUNDAY	342	7

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

MANITOBA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 16 (CONT.)					
YORKTON ENTERPRISE			M & W	282	6
CEN. DIV. 17	10,800	M 5			
WINNIPEG FREE PRESS			EVE	1,103	10
WINNIPEG FREE PRESS			SATURDAY	1,741	16
WINNIPEG FREE PRESS			SUNDAY	1,000	9
CEN. DIV. 18	8,100	N 9			
WINNIPEG SUN			SUNDAY	363	4
WINNIPEG FREE PRESS			EVE	3,315	41
WINNIPEG FREE PRESS			SATURDAY	6,159	76
WINNIPEG FREE PRESS			SUNDAY	2,724	34
CEN. DIV. 19	3,300	L14			
CEN. DIV. 20	4,700	G 2			
WINNIPEG FREE PRESS			EVE	563	12
WINNIPEG FREE PRESS			SATURDAY	721	15
WINNIPEG FREE PRESS			SUNDAY	562	12
CEN. DIV. 21	7,500	E 2			
WINNIPEG SUN			MORN	293	4
WINNIPEG SUN			SUNDAY	290	4
WINNIPEG FREE PRESS			EVE	1,165	16
WINNIPEG FREE PRESS			SATURDAY	1,677	22
WINNIPEG FREE PRESS			SUNDAY	1,166	16
CEN. DIV. 22	8,100	E 4			
WINNIPEG SUN			MORN	293	4
WINNIPEG FREE PRESS			EVE	1,001	12
WINNIPEG FREE PRESS			SATURDAY	1,452	18
WINNIPEG FREE PRESS			SUNDAY	809	10
CEN. DIV. 23	2,400	C 3			
WINNIPEG FREE PRESS			EVE	324	14
WINNIPEG FREE PRESS			SATURDAY	385	16
WINNIPEG FREE PRESS			SUNDAY	216	9

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

SASKATCHEWAN

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 01	11,600	S14			
* CARLYLE OBSERVER			TUE.	1,529	13
* ESTEVAN MERCURY			WED.	4,095	35
MOOSOMIN WORLD-SPECTATOR			WED.	525	5
* REDVERS OPTIMIST			TUE.	1,125	10
REGINA LEADER POST			EVE	3,282	28
CEN. DIV. 02	9,400	S10			
* BENGOUGH CROSS-COUNTRY CONNECTION			MON.	592	6
* RADVILLE STAR			WED.	720	8
REGINA LEADER POST			EVE	2,747	29
* WEYBURN REVIEW			TUE.	5,149	55
CEN. DIV. 03	6,800	S 7			
* ASSINIBOIA TIMES			TUE.	2,996	44
REGINA LEADER POST			EVE	1,407	21
CEN. DIV. 04	4,900	R 3			
ASSINIBOIA TIMES			TUE.	237	5
* MAPLE CREEK NEWS			TUE.	1,635	33
REGINA LEADER POST			EVE	655	13
SWIFT CURRENT SUN			M & W	287	6
CEN. DIV. 05	14,200	P14			
* ESTERHAZY-POTASHVILLE MINER-JOURNAL			WED.	1,838	13
INDIAN HEAD WOLSELEY NEWS			TUE.	439	3
* LANGENBURG FOUR-TOWN JOURNAL			WED.	1,616	11
* LEMBERG HIGHWAY 22 REVIEW			WED.	289	2
* MELVILLE ADVANCE			WED.	3,268	23
* MOOSOMIN WORLD-SPECTATOR			WED.	2,342	16
REGINA LEADER POST			EVE	3,658	26
* WHITEWOOD HERALD			MON.	688	5
YORKTON ENTERPRISE			M & W	1,686	12
CEN. DIV. 06	80,900	P10			
* BALGONIE CITY'S EDGE			WED.	666	1
* INDIAN HEAD WOLSELEY NEWS			TUE.	1,473	2
MELVILLE ADVANCE			WED.	306	
NOKOMIS LAST MOUNTAIN TIMES			MON.	531	1
* REGINA LEADER POST			EVE	50,906	63
WEYBURN REVIEW			TUE.	411	1
CEN. DIV. 07	19,700	P 7			
ASSINIBOIA TIMES			TUE.	449	2
* MOOSE JAW TIMES-HERALD			EVE	8,978	46
OUTLOOK THE OUTLOOK			MON.	357	2
REGINA LEADER POST			EVE	2,787	14
SWIFT CURRENT SUN			M & W	302	2
CEN. DIV. 08	13,000	O 3			
KINDERSLEY CLARION			WED.	357	3
* LEADER NEWS			WED.	880	7
MAPLE CREEK NEWS			TUE.	443	3
REGINA LEADER POST			EVE	1,945	15
SASKATOON STAR PHOENIX			ALL DAY	578	4

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

SASKATCHEWAN

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 08 (CONT.)					
* SWIFT CURRENT SUN			M & W	3,992	31
CEN. DIV. 09	16,000	M13			
* CANORA COURIER			WED.	2,215	14
FOAM LAKE REVIEW			MON.	306	2
* KAMSACK TIMES			THUR.	1,750	11
* NORQUAY NORTH STAR			THUR.	808	5
* PREECEVILLE PROGRESS			THUR.	1,474	9
REGINA LEADER POST			EVE	2,456	15
WADENA NEWS			THUR.	336	2
* YORKTON ENTERPRISE			M & W	5,492	34
CEN. DIV. 10	8,600	M11			
* FOAM LAKE REVIEW			MON.	1,126	13
* ITUNA NEWS			MON.	768	9
ROSE VALLEY VIEW FROM HERE			TUE.	264	3
REGINA LEADER POST			EVE	946	11
SASKATOON STAR PHOENIX			ALL DAY	814	9
* SEMANS HI-WAY 15 GAZETTE			MON.	966	11
* WADENA NEWS			THUR.	1,692	20
* WYNYARD ADVANCE			MON.	1,458	17
YORKTON ENTERPRISE			M & W	950	11
CEN. DIV. 11	84,100	M 8			
* DAVIDSON LEADER			MON.	1,393	2
HUMBOLDT JOURNAL			WED.	323	
* LANIGAN ADVISOR			MON.	889	1
* NOKOMIS LAST MOUNTAIN TIMES			MON.	768	1
* OUTLOOK THE OUTLOOK			MON.	1,410	2
REGINA LEADER POST			EVE	599	1
ROSTHERN SASKATCHEWAN VALLEY NEWS			THUR.	1,039	1
* SASKATOON STAR PHOENIX			ALL DAY	47,939	57
WADENA NEWS			THUR.	348	
* WATROUS MANITOU			MON.	1,717	2
CALGARY SUN			SUNDAY	805	1
CEN. DIV. 12	8,800	M 5			
NORTH BATTLEFORD NEWS-OPTIMIST			W & SUN.	620	7
OUTLOOK THE OUTLOOK			MON.	569	6
SASKATOON STAR PHOENIX			ALL DAY	1,885	21
CEN. DIV. 13	9,100	L 2			
* CUT KNIFE HWY 40 COURIER			WED.	432	5
* KERROBERT CITIZEN			WED.	521	6
* KINDERSLEY CLARION			WED.	2,587	28
SASKATOON STAR PHOENIX			ALL DAY	2,109	23
* UNITY NORTHWEST HERALD			THUR.	1,770	19
* WILKIE PRESS			WED.	692	8
CEN. DIV. 14	16,200	J12			
* HUDSON BAY POST REVIEW			WED.	2,357	15
* KELVINGTON RADIO			THUR.	754	5
* NAICAM NEWS			MON.	619	4
* NIPAWIN JOURNAL			WED.	3,977	25
* ROSE VALLEY VIEW FROM HERE			TUE.	797	5

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

SASKATCHEWAN

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 14 (CONT.)					
SASKATOON STAR PHOENIX			ALL DAY	2,693	17
* TISDALE RECORDER			MON.	2,326	14
WADENA NEWS			THUR.	686	4
YORKTON ENTERPRISE			M & W	250	2
CEN. DIV. 15	27,900	J 8			
* HUMBOLDT JOURNAL			WED.	2,942	11
* PRINCE ALBERT HERALD			EVE	8,923	32
* ROSTHERN SASKATCHEWAN VALLEY NEWS			THUR.	1,732	6
SASKATOON STAR PHOENIX			ALL DAY	4,562	16
CEN. DIV. 16	14,000	I 6			
* NORTH BATTLEFORD NEWS-OPTIMIST			W & SUN.	2,798	20
SASKATOON STAR PHOENIX			ALL DAY	2,585	18
* SHELLBROOK CHRONICLE			TUE.	1,978	14
* SPIRITWOOD HERALD			WED.	808	6
CEN. DIV. 17	12,100	H 3			
* MEADOW LAKE PROGRESS			TUE.	2,362	20
NORTH BATTLEFORD NEWS-OPTIMIST			W & SUN.	404	3
SASKATOON STAR PHOENIX			ALL DAY	1,358	11
CEN. DIV. 18	6,400	C 3			
* LA RONGE NORTHERNER			WED.	1,575	25
SASKATOON STAR PHOENIX			ALL DAY	520	8

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

ALBERTA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 01	22,100	R14			
CALGARY HERALD			MORN	388	2
CALGARY HERALD			FRIDAY	396	2
CALGARY HERALD			SUNDAY	548	2
CALGARY SUN			MORN	1,769	8
CALGARY SUN			SUNDAY	2,313	10
LETHBRIDGE HERALD			EVE	408	2
* MEDICINE HAT NEWS			EVE	13,522	61
CEN. DIV. 02	43,600	Q12			
CALGARY HERALD			MORN	1,816	4
CALGARY HERALD			FRIDAY	1,948	4
CALGARY HERALD			SUNDAY	1,893	4
CALGARY SUN			MORN	2,947	7
CALGARY SUN			SUNDAY	3,777	9
* LETHBRIDGE HERALD			EVE	20,176	46
* RAYMOND REVIEW			TUE.	1,742	4
CEN. DIV. 03	10,600	R 9			
CALGARY HERALD			MORN	920	9
CALGARY HERALD			FRIDAY	1,254	12
CALGARY HERALD			SUNDAY	783	7
CALGARY SUN			MORN	808	8
CALGARY SUN			SUNDAY	948	9
* CARDSTON CHRONICLE			TUE.	1,720	16
* FORT MACLEOD GAZETTE			WED.	1,346	13
LETHBRIDGE HERALD			EVE	2,905	27
* PINCHER CREEK ECHO			TUE.	2,077	20
CEN. DIV. 04	4,300	N14			
CALGARY HERALD			MORN	340	8
CALGARY HERALD			FRIDAY	454	11
CALGARY HERALD			SUNDAY	283	7
CALGARY SUN			MORN	382	9
CALGARY SUN			SUNDAY	445	10
CEN. DIV. 05	14,200	O10			
CALGARY HERALD			MORN	2,336	16
CALGARY HERALD			FRIDAY	4,112	29
CALGARY HERALD			SUNDAY	1,976	14
CALGARY SUN			MORN	1,092	8
CALGARY SUN			SUNDAY	1,734	12
LETHBRIDGE HERALD			EVE	267	2
* THREE HILLS CAPITAL			WED.	2,763	19
CEN. DIV. 06	291,800	N 9			
* CALGARY HERALD			MORN	121,619	42
* CALGARY HERALD			FRIDAY	155,891	53
* CALGARY HERALD			SUNDAY	111,031	38
* CALGARY SUN			MORN	61,353	21
* CALGARY SUN			SUNDAY	84,574	29
* HIGH RIVER TIMES			TUE.	2,834	1
RED DEER ADVOCATE			EVE	370	
THREE HILLS CAPITAL			WED.	405	
VANCOUVER SUN			SATURDAY	328	

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

ALBERTA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 07	13,900	K13			
* CORONATION REVIEW			TUE.	975	7
EDMONTON JOURNAL			MORN	2,242	16
EDMONTON JOURNAL			FRIDAY	3,079	22
EDMONTON JOURNAL			SUNDAY	1,968	14
EDMONTON SUN			MORN	1,160	8
EDMONTON SUN			SUNDAY	1,323	10
RED DEER ADVOCATE			EVE	452	3
* SEDGEWICK COMMUNITY PRESS			TUE.	2,932	21
* STETTLER INDEPENDENT			WED.	4,035	29
* WAINWRIGHT STAR CHRONICLE			TUE.	2,556	18
CEN. DIV. 08	45,500	K 9			
CALGARY HERALD			MORN	590	1
CALGARY HERALD			FRIDAY	701	2
CALGARY HERALD			SUNDAY	542	1
CALGARY SUN			MORN	1,862	4
CALGARY SUN			SUNDAY	2,466	5
* ECKVILLE EXAMINER			TUE.	653	1
EDMONTON JOURNAL			MORN	1,457	3
EDMONTON JOURNAL			FRIDAY	1,886	4
EDMONTON JOURNAL			SUNDAY	1,407	3
EDMONTON SUN			MORN	1,349	3
EDMONTON SUN			SUNDAY	1,832	4
* LACOMBE GLOBE			WED.	3,624	8
* RED DEER ADVOCATE			EVE	21,149	46
* RIMBEY RECORD			TUE.	1,975	4
ROCKY MOUNTAIN HOUSE MOUNTAINEER			WED.	357	1
* SYLVAN LAKE NEWS			TUE.	907	2
CEN. DIV. 09	5,500	L 6			
EDMONTON JOURNAL			MORN	321	6
EDMONTON JOURNAL			FRIDAY	512	9
EDMONTON JOURNAL			SUNDAY	275	5
RED DEER ADVOCATE			EVE	500	9
* ROCKY MOUNTAIN HOUSE MOUNTAINEER			WED.	3,918	71
CEN. DIV. 10	27,400	I13			
EDMONTON JOURNAL			MORN	5,060	18
EDMONTON JOURNAL			FRIDAY	7,420	27
EDMONTON JOURNAL			SUNDAY	4,403	16
EDMONTON SUN			MORN	3,265	12
EDMONTON SUN			SUNDAY	4,555	17
CEN. DIV. 11	311,900	I 9			
CALGARY HERALD			MORN	265	
* EDMONTON JOURNAL			MORN	132,994	43
* EDMONTON JOURNAL			FRIDAY	158,642	51
* EDMONTON JOURNAL			SUNDAY	126,053	40
* EDMONTON SUN			MORN	69,333	22
* EDMONTON SUN			SUNDAY	105,791	34
VANCOUVER SUN			SATURDAY	412	
CEN. DIV. 12	14,400	G13			
EDMONTON JOURNAL			MORN	2,703	19

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

ALBERTA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 12 (CONT.)					
EDMONTON JOURNAL			FRIDAY	4,060	28
EDMONTON JOURNAL			SUNDAY	2,449	17
EDMONTON SUN			MORN	1,492	10
EDMONTON SUN			SUNDAY	1,961	14
CEN. DIV. 13	20,300	F 4			
EDMONTON JOURNAL			MORN	3,768	19
EDMONTON JOURNAL			FRIDAY	6,332	31
EDMONTON JOURNAL			SUNDAY	3,156	16
EDMONTON SUN			MORN	1,833	9
EDMONTON SUN			SUNDAY	2,738	13
CEN. DIV. 14	9,000	G 3			
EDMONTON JOURNAL			MORN	1,840	20
EDMONTON JOURNAL			FRIDAY	2,572	29
EDMONTON JOURNAL			SUNDAY	1,635	18
EDMONTON SUN			MORN	1,331	15
EDMONTON SUN			SUNDAY	1,731	19
CEN. DIV. 15	9,200	N 7			
CALGARY HERALD			MORN	1,390	15
CALGARY HERALD			FRIDAY	1,506	16
CALGARY HERALD			SUNDAY	1,401	15
CALGARY SUN			MORN	1,251	14
CALGARY SUN			SUNDAY	1,757	19
EDMONTON JOURNAL			MORN	505	5
EDMONTON JOURNAL			FRIDAY	505	5
EDMONTON JOURNAL			SUNDAY	499	5
LETHBRIDGE HERALD			EVE	850	9
CEN. DIV. 16	14,000	C 5			
EDMONTON JOURNAL			MORN	1,817	13
EDMONTON JOURNAL			FRIDAY	2,135	15
EDMONTON JOURNAL			SUNDAY	1,777	13
EDMONTON SUN			MORN	2,085	15
EDMONTON SUN			SUNDAY	2,273	16
* FORT MCMURRAY TODAY			EVE	5,912	42
* FORT MCMURRAY TODAY			FRIDAY	7,802	56
CEN. DIV. 17	14,700	C 3			
EDMONTON JOURNAL			MORN	1,955	13
EDMONTON JOURNAL			FRIDAY	2,147	15
EDMONTON JOURNAL			SUNDAY	1,714	12
EDMONTON SUN			MORN	830	6
EDMONTON SUN			SUNDAY	969	7
FAIRVIEW POST			TUE.	711	5
* FORT VERMILION NORTHERN PIONEER			WED.	925	6
* HIGH LEVEL ECHO			WED.	1,498	10
* MANNING BANNER POST			WED.	961	7
CEN. DIV. 18	4,300	F 2			
EDMONTON JOURNAL			MORN	957	22
EDMONTON JOURNAL			FRIDAY	1,150	27
EDMONTON JOURNAL			SUNDAY	823	19
EDMONTON SUN			MORN	329	8

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY CENSUS DIVISION

ALBERTA

CENSUS DIVISION PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CEN. DIV. 18 (CONT.)					
EDMONTON SUN			SUNDAY	410	10
CEN. DIV. 19	24,400	E 2			
* BEAVERLODGE ADVERTISER			WED.	1,672	7
EDMONTON JOURNAL			MORN	2,956	12
EDMONTON JOURNAL			FRIDAY	3,298	14
EDMONTON JOURNAL			SUNDAY	2,641	11
EDMONTON SUN			MORN	1,731	7
EDMONTON SUN			SUNDAY	2,213	9
* FAIRVIEW POST			TUE.	2,402	10
* GRANDE PRAIRIE HERALD-TRIBUNE			EVE	8,360	34
* GRIMSHAW MILE ZERO NEWS			WED.	805	3
* RYCROFT SIGNAL			TUE.	2,085	9

* DENOTES NEWSPAPER PUBLISHED WITHIN CENSUS DIVISION

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

BRITISH COLUMBIA

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
ALBERNI-CLAYOQUOT	11,200	M 4			
* PORT ALBERNI ALBERNI VALLEY TIMES			EVE	6,676	60
VANCOUVER PROVINCE			MORN	801	7
VANCOUVER PROVINCE			SUNDAY	992	9
VANCOUVER SUN			EVE	607	5
VANCOUVER SUN			FRIDAY	729	7
VANCOUVER SUN			SATURDAY	868	8
VICTORIA TIMES-COLONIST			MORN	1,206	11
VICTORIA TIMES-COLONIST			SUNDAY	1,117	10
BULKLEY-NECHAKO	12,200	E 5			
PRINCE GEORGE CITIZEN			EVE	1,315	11
VANCOUVER PROVINCE			MORN	664	5
VANCOUVER PROVINCE			SUNDAY	920	8
VANCOUVER SUN			EVE	259	2
VANCOUVER SUN			FRIDAY	325	3
VANCOUVER SUN			SATURDAY	572	5
CAPITAL	122,300	O 6			
RICHMOND BUY AND SELL PRESS			THUR.	484	
VANCOUVER PROVINCE			MORN	1,630	1
VANCOUVER PROVINCE			SUNDAY	2,097	2
VANCOUVER SUN			EVE	3,107	3
VANCOUVER SUN			FRIDAY	3,961	3
VANCOUVER SUN			SATURDAY	5,680	5
* VICTORIA TIMES-COLONIST			MORN	67,089	55
* VICTORIA TIMES-COLONIST			SUNDAY	64,187	52
CARIBOO	19,700	H 8			
VANCOUVER PROVINCE			MORN	2,350	12
VANCOUVER PROVINCE			SUNDAY	2,905	15
VANCOUVER SUN			EVE	513	3
VANCOUVER SUN			FRIDAY	779	4
VANCOUVER SUN			SATURDAY	930	5
CENTRAL COAST	1,100	H 3			
VANCOUVER PROVINCE			SUNDAY	71	6
VANCOUVER SUN			SATURDAY	56	5
CEN. FRAZER VALLEY	56,200	N 9			
RICHMOND BUY AND SELL PRESS			THUR.	1,161	2
VANCOUVER PROVINCE			MORN	11,759	21
VANCOUVER PROVINCE			SUNDAY	14,549	26
VANCOUVER SUN			EVE	10,008	18
VANCOUVER SUN			FRIDAY	13,959	25
VANCOUVER SUN			SATURDAY	13,654	24
CENTRAL KOOTENAY	19,100	L16			
* CASTLEGAR NEWS			W & SUN.	3,812	20
* CRESTON VALLEY ADVANCE			M & TH	3,423	18
* NELSON NEWS			EVE	4,603	24
TRAIL TIMES			EVE	304	2
VANCOUVER PROVINCE			MORN	1,800	9
VANCOUVER PROVINCE			SUNDAY	2,351	12
VANCOUVER SUN			EVE	422	2

* DENOTES NEWSPAPER PUBLISHED WITHIN REGIONAL DISTRICT

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

BRITISH COLUMBIA

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
CENTRAL KOOTENAY (CONT.)					
VANCOUVER SUN			FRIDAY	623	3
VANCOUVER SUN			SATURDAY	833	4
CENTRAL OKANAGAN	40,100	L13			
* KELOWNA COURIER			EVE	18,833	47
RICHMOND BUY AND SELL PRESS			THUR.	292	1
VANCOUVER PROVINCE			MORN	2,932	7
VANCOUVER PROVINCE			SUNDAY	4,170	10
VANCOUVER SUN			EVE	351	1
VANCOUVER SUN			FRIDAY	516	1
VANCOUVER SUN			SATURDAY	872	2
COLUMBIA-SHUSWAP	15,600	I15			
CALGARY SUN			MORN	256	2
* REVELSTOKE REVIEW			WED.	2,431	16
VANCOUVER PROVINCE			MORN	1,464	9
VANCOUVER PROVINCE			SUNDAY	1,760	11
VANCOUVER SUN			EVE	348	2
VANCOUVER SUN			FRIDAY	475	3
VANCOUVER SUN			SATURDAY	576	4
COMOX-STRATHCONA	30,700	L 4			
* CAMPBELL RIVER COURIER			THUR.	7,882	26
* CAMPBELL RIVER UPPER ISLANDER			TUE.	6,511	21
* COURTENAY COMOX DISTRICT FREE PRESS			W & F	9,942	32
VANCOUVER PROVINCE			MORN	1,836	6
VANCOUVER PROVINCE			SUNDAY	2,299	7
VANCOUVER SUN			EVE	2,443	8
VANCOUVER SUN			FRIDAY	2,787	9
VANCOUVER SUN			SATURDAY	3,845	13
VICTORIA TIMES-COLONIST			MORN	1,874	6
VICTORIA TIMES-COLONIST			SUNDAY	1,942	6
COWICHAN VALLEY	21,700	N 6			
NANAIMO FREE PRESS			EVE	254	1
VANCOUVER PROVINCE			MORN	678	3
VANCOUVER PROVINCE			SUNDAY	886	4
VANCOUVER SUN			EVE	1,144	5
VANCOUVER SUN			FRIDAY	1,405	6
VANCOUVER SUN			SATURDAY	1,653	8
VICTORIA TIMES-COLONIST			MORN	5,847	27
VICTORIA TIMES-COLONIST			SUNDAY	5,834	27
DEWDNEY-ALOUETTE	30,000	M 9			
RICHMOND BUY AND SELL PRESS			THUR.	1,770	6
VANCOUVER PROVINCE			MORN	7,107	24
VANCOUVER PROVINCE			SUNDAY	8,608	29
VANCOUVER SUN			EVE	5,748	19
VANCOUVER SUN			FRIDAY	7,656	26
VANCOUVER SUN			SATURDAY	7,608	25
EAST KOOTENAY	16,800	K18			
CALGARY HERALD			MORN	507	3
CALGARY HERALD			FRIDAY	569	3
CALGARY HERALD			SUNDAY	478	3

* DENOTES NEWSPAPER PUBLISHED WITHIN REGIONAL DISTRICT

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

BRITISH COLUMBIA

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
EAST KOOTENAY (CONT.)					
CALGARY SUN			MORN	657	4
CALGARY SUN			SUNDAY	735	4
LETHBRIDGE HERALD			EVE	675	4
* CRANBROOK TOWNSMAN			EVE	3,987	24
VANCOUVER PROVINCE			MORN	1,025	6
VANCOUVER PROVINCE			SUNDAY	1,138	7
VANCOUVER SUN			EVE	449	3
VANCOUVER SUN			FRIDAY	535	3
VANCOUVER SUN			SATURDAY	706	4
FORT NELSON-LAIRD	1,400	E 6			
FRASER-CHEAM	24,900	M10			
RICHMOND BUY AND SELL PRESS			THUR.	904	4
VANCOUVER PROVINCE			MORN	5,264	21
VANCOUVER PROVINCE			SUNDAY	6,511	26
VANCOUVER SUN			EVE	2,930	12
VANCOUVER SUN			FRIDAY	4,005	16
VANCOUVER SUN			SATURDAY	3,955	16
FRASER-FORT GEORGE	29,400	E 6			
* PRINCE GEORGE CITIZEN			EVE	20,399	69
VANCOUVER PROVINCE			MORN	967	3
VANCOUVER PROVINCE			SUNDAY	1,634	6
VANCOUVER SUN			EVE	352	1
VANCOUVER SUN			FRIDAY	539	2
VANCOUVER SUN			SATURDAY	927	3
GREATER VANCOUVER	557,400	D11			
* RICHMOND BUY AND SELL PRESS			THUR.	32,577	6
* VANCOUVER PROVINCE			MORN	121,456	22
* VANCOUVER PROVINCE			SUNDAY	147,196	26
* VANCOUVER SUN			EVE	162,609	29
* VANCOUVER SUN			FRIDAY	214,125	38
* VANCOUVER SUN			SATURDAY	207,651	37
KITIMAT-STIKINE	12,700	D 4			
VANCOUVER PROVINCE			MORN	1,220	10
VANCOUVER PROVINCE			SUNDAY	1,778	14
VANCOUVER SUN			SATURDAY	534	4
KOOTENAY BOUNDARY	11,700	M14			
* TRAIL TIMES			EVE	5,440	47
VANCOUVER PROVINCE			MORN	1,304	11
VANCOUVER PROVINCE			SUNDAY	1,799	15
VANCOUVER SUN			EVE	363	3
VANCOUVER SUN			FRIDAY	470	4
VANCOUVER SUN			SATURDAY	681	6
MOUNT WADDINGTON	4,800	J 3			
* PORT HARDY NORTH ISLAND GAZETTE			WED.	2,917	61
VANCOUVER PROVINCE			MORN	720	15
VANCOUVER PROVINCE			SUNDAY	862	18
VANCOUVER SUN			EVE	387	8
VANCOUVER SUN			FRIDAY	462	10

* DENOTES NEWSPAPER PUBLISHED WITHIN REGIONAL DISTRICT

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

BRITISH COLUMBIA

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
MOUNT WADDINGTON (CONT.)					
VANCOUVER SUN			SATURDAY	626	13
NANAIMO	37,600	M 6			
* NANAIMO FREE PRESS			EVE	10,570	28
RICHMOND BUY AND SELL PRESS			THUR.	253	1
VANCOUVER PROVINCE			MORN	2,698	7
VANCOUVER PROVINCE			SUNDAY	3,894	10
VANCOUVER SUN			EVE	2,638	7
VANCOUVER SUN			FRIDAY	3,621	10
VANCOUVER SUN			SATURDAY	4,240	11
VICTORIA TIMES-COLONIST			MORN	3,364	9
VICTORIA TIMES-COLONIST			SUNDAY	3,683	10
NORTH OKANAGAN	22,500	K14			
VANCOUVER PROVINCE			MORN	1,539	7
VANCOUVER PROVINCE			SUNDAY	2,241	10
VANCOUVER SUN			EVE	303	1
VANCOUVER SUN			FRIDAY	503	2
VANCOUVER SUN			SATURDAY	713	3
* VERNON NEWS			EVE	8,185	36
OKANAGAN-SIMILKAMEEN	27,000	M12			
* PENTICTON HERALD			EVE	8,675	32
VANCOUVER PROVINCE			MORN	3,655	14
VANCOUVER PROVINCE			SUNDAY	4,529	17
VANCOUVER SUN			EVE	555	2
VANCOUVER SUN			FRIDAY	757	3
VANCOUVER SUN			SATURDAY	1,019	4
PEACE RIVER	16,600	0			
EDMONTON JOURNAL			MORN	1,104	7
EDMONTON JOURNAL			FRIDAY	1,081	7
EDMONTON JOURNAL			SUNDAY	974	6
FORT ST. JOHN ALASKA HIGHWAY NEWS			EVE	2,941	18
PEACE RIVER-LIARD		C 6			
VANCOUVER PROVINCE			MORN	687	
VANCOUVER PROVINCE			SUNDAY	970	
VANCOUVER SUN			SATURDAY	431	
POWELL RIVER	7,400	K 6			
* POWELL RIVER NEWS			WED.	5,163	70
VANCOUVER PROVINCE			MORN	989	13
VANCOUVER PROVINCE			SUNDAY	1,248	17
VANCOUVER SUN			EVE	980	13
VANCOUVER SUN			FRIDAY	1,375	19
VANCOUVER SUN			SATURDAY	1,361	18
SKEENA-Q.CHARLOTTE	7,800	D 3			
* PRINCE RUPERT NEWS			EVE	3,569	46
VANCOUVER PROVINCE			MORN	650	8
VANCOUVER PROVINCE			SUNDAY	867	11
VANCOUVER SUN			SATURDAY	386	5

* DENOTES NEWSPAPER PUBLISHED WITHIN REGIONAL DISTRICT

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS BY REGIONAL DISTRICT

BRITISH COLUMBIA

REGIONAL DISTRICT PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
SQUAMISH-LILLOOET	8,600	K 8			
RICHMOND BUY AND SELL PRESS			THUR.	441	5
VANCOUVER PROVINCE			MORN	2,404	28
VANCOUVER PROVINCE			SUNDAY	3,085	36
VANCOUVER SUN			EVE	1,182	14
VANCOUVER SUN			FRIDAY	1,423	17
VANCOUVER SUN			SATURDAY	1,882	22
STIKINE	600	B 3			
SUNSHINE COAST	7,700	L 7			
RICHMOND BUY AND SELL PRESS			THUR.	375	5
VANCOUVER PROVINCE			MORN	1,328	17
VANCOUVER PROVINCE			SUNDAY	1,653	21
VANCOUVER SUN			EVE	2,105	27
VANCOUVER SUN			FRIDAY	3,147	41
VANCOUVER SUN			SATURDAY	2,900	38
THOMPSON-NICOLA	36,400	J11			
* KAMLOOPS NEWS			EVE	18,787	52
RICHMOND BUY AND SELL PRESS			THUR.	353	1
VANCOUVER PROVINCE			MORN	3,711	10
VANCOUVER PROVINCE			SUNDAY	4,847	13
VANCOUVER SUN			EVE	718	2
VANCOUVER SUN			FRIDAY	1,041	3
VANCOUVER SUN			SATURDAY	1,476	4

* DENOTES NEWSPAPER PUBLISHED WITHIN REGIONAL DISTRICT

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS

YUKON TERRITORY

TERRITORY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
YUKON	10,100	I 2			
* WHITEHORSE STAR			EVE	3,827	38
* WHITEHORSE STAR			FRIDAY	4,914	49

* DENOTES NEWSPAPER PUBLISHED WITHIN TERRITORY

NEWSPAPER CIRCULATION & COVERAGE ANALYSIS

NORTHWEST TERR.

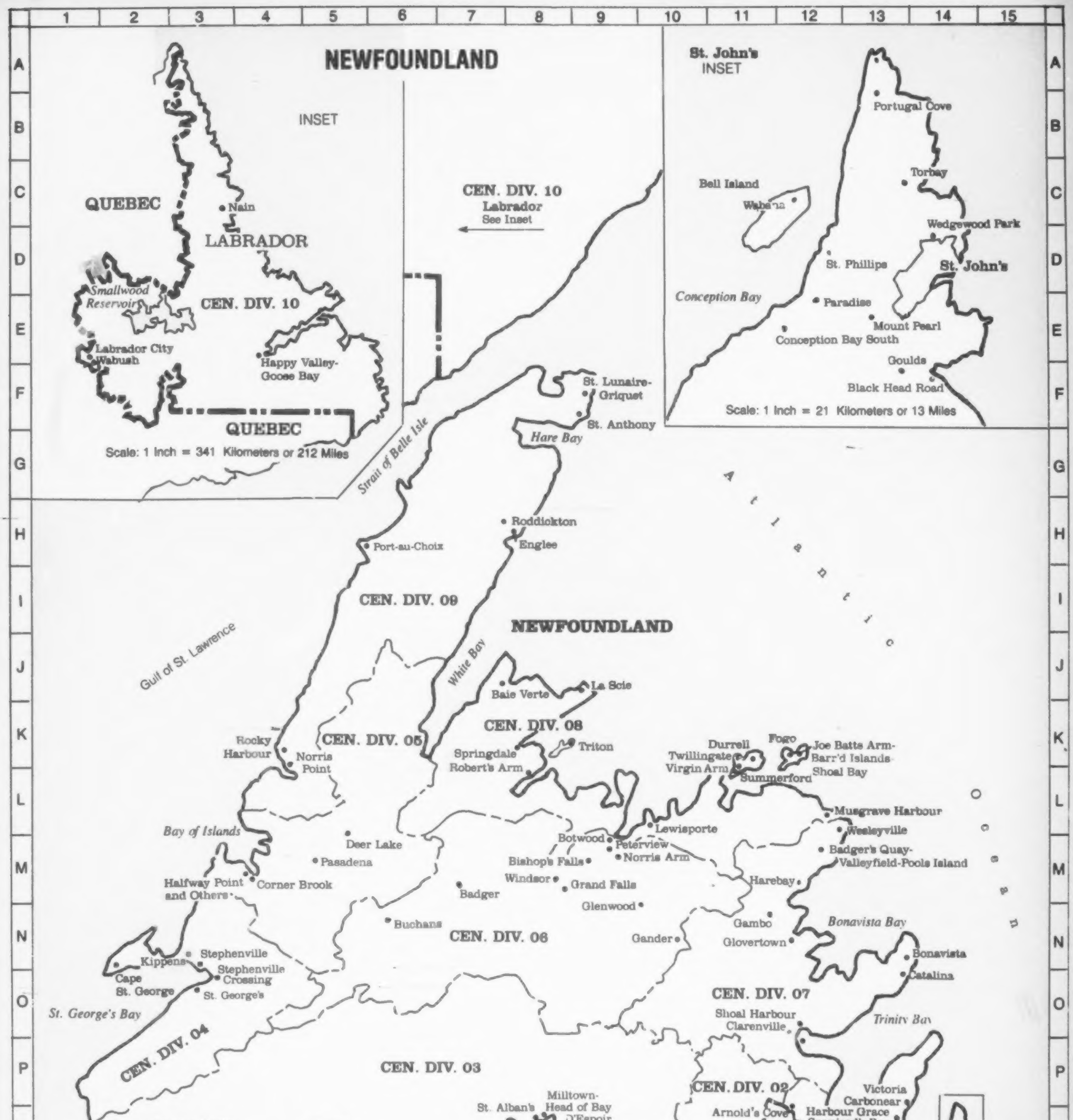
TERRITORY PUBLICATION	HOUSEHOLDS 1990 ESTIMATE	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.
BAFFIN	4,100	H16			
FORT SMITH	9,500	K 5			
EDMONTON JOURNAL			MORN	1,398	15
EDMONTON JOURNAL			FRIDAY	1,395	15
EDMONTON JOURNAL			SUNDAY	1,024	11
EDMONTON SUN			MORN	353	4
EDMONTON SUN			SUNDAY	417	4
* HAY RIVER HUB			WED.	1,678	18
INUVICK	2,400	H 5			
KEEWATIN	1,800	L11			
KITIKMEOT	1,300	H10			

* DENOTES NEWSPAPER PUBLISHED WITHIN TERRITORY

Maps

Provincial Map Series
and
Listings of Towns by Provinces

Provincial maps depict county or census division boundaries as defined in the 1986 census. Only those towns which contain an ABC publisher member, and others with 1,000 plus populations, are shown.


NEWFOUNDLAND
INSET
QUEBEC
Nain
LABRADOR
Smallwood Reservoir
CEN. DIV. 10
Labrador City
Wabush
Happy Valley-Goose Bay
QUEBEC
Scale: 1 Inch = 341 Kilometers or 212 Miles
CEN. DIV. 10
Labrador
See Inset
St. John's
INSET
Portugal Cove
Torbay
Bell Island
Wabana
Wedgewood Park
St. Phillips
St. John's
Conception Bay
Paradise
Mount Pearl
Conception Bay South
Goulds
Black Head Road
Scale: 1 Inch = 21 Kilometers or 13 Miles
Strait of Belle Isle
St. Lunaire-Griquet
St. Anthony
Hare Bay
Atlantic Ocean
Roddickton
Englee
Port-au-Choix
CEN. DIV. 09
NEWFOUNDLAND
Gulf of St. Lawrence
White Bay
Baie Verte
La Scie
CEN. DIV. 08
Triton
Springdale
Robert's Arm
Rocky Harbour
Norris Point
CEN. DIV. 05
Durrell
Twillingate
Virgin Arm
Summerford
Fogo
Joe Batts Arm-Barr'd Islands-Shoal Bay
Musgrave Harbour
Wesleyville
Badger's Quay-Valleyfield-Pools Island
Bay of Islands
Deer Lake
Pasadena
Lewisporte
Botwood
Peterview
Bishop's Falls
Norris Arm
Windsor
Grand Falls
Glenwood
Harebay
Halfway Point and Others
Corner Brook
Badger
Buchans
CEN. DIV. 06
Gander
Gambo
Glovertown
Bonavista Bay
Stephenville
Kippens
Stephenville Crossing
Cape St. George
St. George's
Bonavista
Catalina
St. George's Bay
CEN. DIV. 07
Shoal Harbour
Clarenville
Trinity Bay
CEN. DIV. 04
CEN. DIV. 03
CEN. DIV. 02
Victoria
Carbonear
Harbour Grace
Spaniard's Bay
Milltown-Head of Bay D'Espoir
St. Alban's
Arnold's Cove
Norman's Cove-Long Cove
Upper Island Cove
Bay Roberts
Clarke's Beach
Whitbourne
Isle aux Morts
Burnt Islands
Burgeo
Ramea
Channel-Port aux Basques
St. Jacques-Coomb's Cove
Harbour Breton
Fortune Bay
Dunville
Freshwater
Placentia
Harbour Main-Chapel Cove-Lake view
Holyrood
St. John's
See Inset
Bay Bulls
Witless Bay
LEGEND
PROVINCIAL BOUNDARY
CENSUS DIVISION BOUNDARIES
CENSUS METROPOLITAN AREA
PLACE WITH 1000⁺ POPULATION
Grand Bank
Fortune
Lawn
Marystown
Burin
St. Lawrence
Placentia Bay
CEN. DIV. 01
Trepassey
Portugal Cove South
Scale: 1 Inch = 75 Kilometers or 47 Miles
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
A B C D E F G H I J K L M N O P Q R S T

Printed in U.S.A. "Copyright ©, 1988 Audit Bureau of Circulations All rights reserved"

CENSUS DIVISIONS AND TOWNS

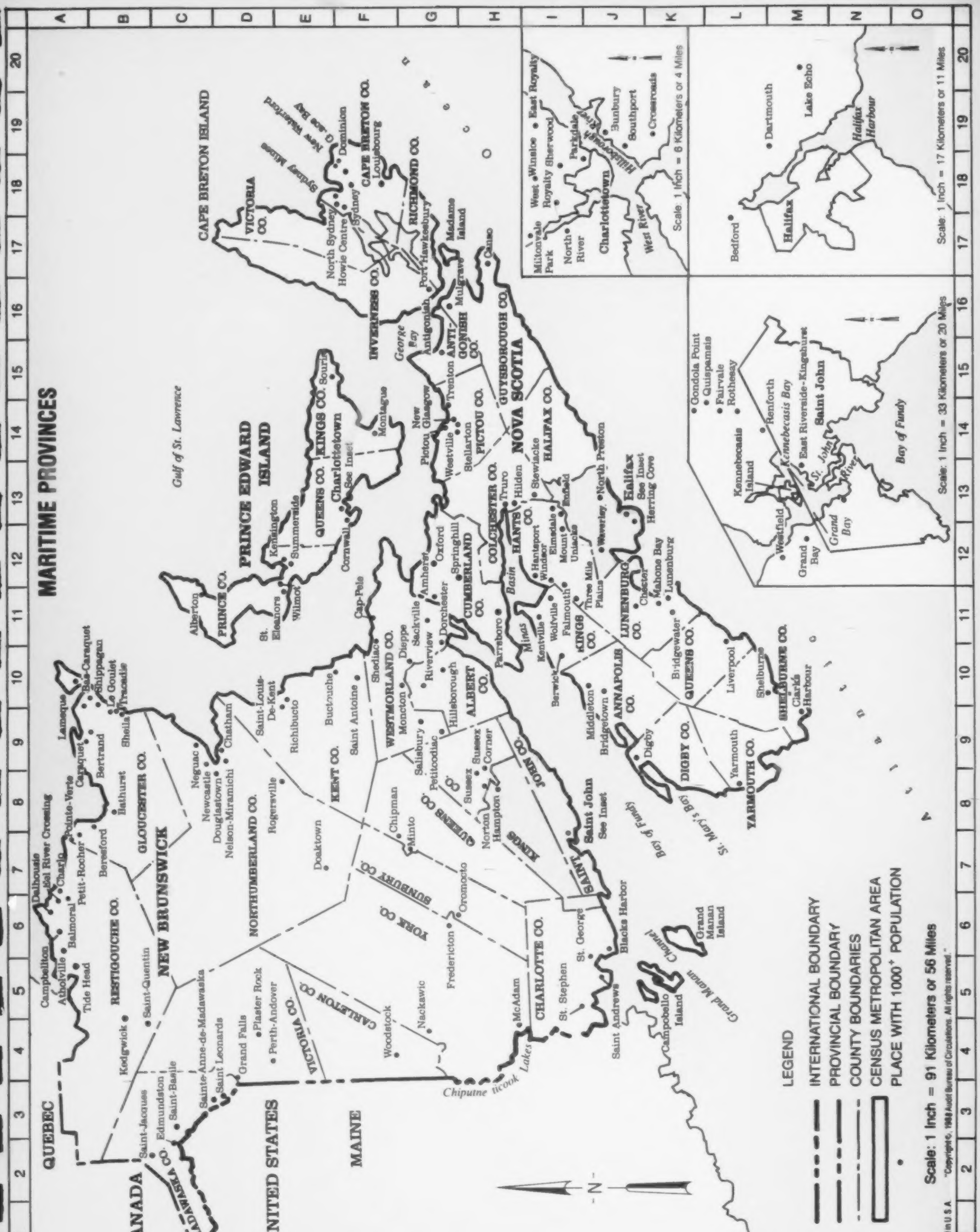
The following lists census divisions then towns and census divisions - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000+ (Census) population.

NEWFOUNDLAND
568,349

CEN. DIV. 01	246,149	R	13
CEN. DIV. 02	30,285	R	10
CEN. DIV. 03	35,737	P	7
CEN. DIV. 04	27,278	O	3
CEN. DIV. 05	45,648	M	5
CEN. DIV. 06	40,714	N	8
CEN. DIV. 07	43,618	N	11
CEN. DIV. 08	54,225	L	7
CEN. DIV. 09	25,954	I	6
CEN. DIV. 10	28,741	E	4

Arnold's Cove, CEN. DIV. 01, 1,117	Q	13
Badger's Quay-Valleyfield-Pool's Island CEN. DIV. 07, 1,589	L	12
Badger, CEN. DIV. 06, 1,151	M	7
Baie Verte, CEN. DIV. 08, 2,049	J	7
Bay Bulls, CEN. DIV. 01, 1,114	Q	14
Bay Roberts, CEN. DIV. 01, 4,446	Q	13
Bishop's Falls, CEN. DIV. 06, 4,213	M	9
Blackhead Road, CEN. DIV. 01, *1,855*	F	14
Bonavista, CEN. DIV. 07, 4,605	N	13
Botwood, CEN. DIV. 06, 3,916	M	9
Buchans, CEN. DIV. 06, 1,281	N	6
Burgeo, CEN. DIV. 03, 2,582	Q	5
Burin, CEN. DIV. 02, 2,892	S	9
Burnt Islands, CEN. DIV. 03, 1,042	Q	3
Cape St. George & Others, CEN. DIV. 04 1,505	N	2
Carbonear, CEN. DIV. 01, 5,337	P	13
Catalina, CEN. DIV. 07, 1,211	O	13
Channel-Port aux Basques, CEN. DIV. 03 5,901	Q	2
Clarenville, CEN. DIV. 07, 2,967	O	12
Clark's Beach, CEN. DIV. 01, 1,189	Q	13
Conception Bay South, CEN. DIV. 01 15,531	E	12
Corner Brook, CEN. DIV. 05, 22,719	M	4
Deer Lake, CEN. DIV. 05, 4,233	L	5
Dunville, CEN. DIV. 01, 1,833	R	12
Durrell, CEN. DIV. 08, 1,060	K	11
Englee, CEN. DIV. 09, 1,012	H	8
Fogo, CEN. DIV. 08, 1,153	K	12
Fortune, CEN. DIV. 02, 2,370	S	8
Freshwater, CEN. DIV. 01, 1,219	R	12
Gambo, CEN. DIV. 07, 2,723	N	11
Gander, CEN. DIV. 06, 10,207	N	10
Glenwood, CEN. DIV. 06, 1,038	N	10
Glovertown, CEN. DIV. 07, 2,184	N	12
Goulds, CEN. DIV. 01, 4,688	F	13
Grand Bank, CEN. DIV. 02, 3,732	S	8
Grand Falls, CEN. DIV. 06, 9,121	M	8
Halfway Point & Others, CEN. DIV. 05 2,182	M	14
Happy Valley-Goose Bay, CEN. DIV. 10 7,248	E	4
Harbour Breton, CEN. DIV. 03, 2,432	R	8
Harbour Grace, CEN. DIV. 01, 3.053	Q	13
Harbour Main-Chapel Cove-Lakeville, CEN. DIV. 01, 1,293	R	12
Hare Bay, CEN. DIV. 07, 1,436	M	12
Holyrood, CEN. DIV. 01, 2,118	R	14
Isle aux Morts, CEN. DIV. 03, 1,203	Q	2
Joe Batt's Arm-Barr'd Islands-Shoal Bay CEN. DIV. 06, 1,232	K	12
Kippens, CEN. DIV. 04, 1,556	N	3
La Scie, CEN. DIV. 08, 1,429	J	9
Labrador City, CEN. DIV. 10, 8,664	E	1
Lawn, CEN. DIV. 02, 1,015	S	9
Lewisporte, CEN. DIV. 08, 3,978	L	10
Marystown, CEN. DIV. 02, 6,660	S	8
Milltown-Head of Bay D'Espoir, CEN. DIV. 03, 1,276	Q	8
Mount Pearl, CEN. DIV. 01, 20,293	E	13
Musgrave Harbor, CEN. DIV. 08, 1,527	L	12
Nain, CEN. DIV. 10, 1,018	C	3
Norman's Cove-Long Cove, CEN. DIV. 01 1,107	Q	13
Norris Arm, CEN. DIV. 06, 1,127	M	9
Norris Point, CEN. DIV. 09, 1,010	K	4
Paradise, CEN. DIV. 01, 3,346	E	12
Pasedena, CEN. DIV. 05, 3,268	M	5
Peterview, CEN. DIV. 06, 1,130	M	9
Placentia, CEN. DIV. 01, 2,016	R	12
Port au Choix, CEN. DIV. 09, 1,291	H	5
Portugal Cove, CEN. DIV. 01, 2,497	B	13
Pouch Cove, CEN. DIV. 01, 1,576	A	13
Ramea, CEN. DIV. 03, 1,380	Q	5

Robert's Arm, CEN. DIV. 08, 1,111	L	6
Rocky Harbour, CEN. DIV. 09, 1,268	K	4
Roddickton, CEN. DIV. 09, 1,223	H	8
Shoal Harbor, CEN. DIV. 07, 1,049	O	12
Spaniard's Bay, CEN. DIV. 01, 2,190	Q	13
Springdale, CEN. DIV. 08, 3,555	K	8
Stephenville Crossing, CEN. DIV. 04 2,252	O	3
Stephenville, CEN. DIV. 04, 7,994	N	3
St. Alban's, CEN. DIV. 03, 1,780	Q	8
St. Anthony, CEN. DIV. 09, 3,182	F	9
St. Georges, CEN. DIV. 04, 1,852	O	3
St. Jacques-Coomb's Cove, CEN. DIV. 03 *1,048*	R	10
St. John's, CEN. DIV. 01, 96,216	D	14
St. Lawrence, CEN. DIV. 02, 1,841	S	9
St. Lunaire-Griquet, CEN. DIV. 09, 1,013	F	9
St. Phillips, CEN. DIV. 01, 1,604	D	12
Summerford, CEN. DIV. 08, 1,169	L	12
Torbay, CEN. DIV. 01, 3,730	O	13
Trepassy, CEN. DIV. 01, 1,460	T	13
Triton, CEN. DIV. 08, 1,253	K	8
Twillingate, CEN. DIV. 08, 1,506	K	11
Upper Island Cove, CEN. DIV. 01, 2,055	Q	13
Victoria, CEN. DIV. 01, 1,895	P	13
Wabana, CEN. DIV. 01, 4,057	C	12
Wabush, CEN. DIV. 10, 2,637	E	1
Wedgewood Park, CEN. DIV. 01, 1,385	D	14
Wesleyville, CEN. DIV. 07, 1,208	M	12
Whitbourne, CEN. DIV. 01, 1,151	R	13
Windsor, CEN. DIV. 06, 5,545	M	8
Witless Bay, CEN. DIV. 01, 1,022	R	14


MARITIME PROVINCES
QUEBEC
CANADA
UNITED STATES
MAINE
NEW BRUNSWICK
NOVA SCOTIA
PRINCE EDWARD ISLAND
CAPE BRETON ISLAND
Gulf of St. Lawrence
Bay of Fundy
St. Mary's Bay
Grand Manan Channel
Minas Basin
George Bay
Chiputneticook Lakes
MADAWASKA CO.
RESTIGOUCHE CO.
GLOUCESTER CO.
NORTHUMBERLAND CO.
KENT CO.
WESTMORLAND CO.
ALBERT CO.
YORK CO.
SUNBURY CO.
QUEENS CO.
KINGS CO.
SAINT JOHN CO.
CHARLOTTE CO.
CARLETON CO.
VICTORIA CO.
PRINCE CO.
QUEENS CO.
KINGS CO.
CUMBERLAND CO.
COLCHESTER CO.
PICTOU CO.
ANTIGONISH CO.
GUYSBOROUGH CO.
HALIFAX CO.
HANTS CO.
KINGS CO.
LUNENBURG CO.
ANNAPOLIS CO.
QUEENS CO.
SHELBURNE CO.
DIGBY CO.
YARMOUTH CO.
INVERNESS CO.
VICTORIA CO.
CAPE BRETON CO.
RICHMOND CO.
Saint-Jacques
Edmundston
Saint-Basile
Sainte-Anne-de-Madawaska
Saint Leonards
Grand Falls
Kedgwick
Saint-Quentin
Campbellton
Atholville
Tide Head
Dalhousie
Eel River Crossing
Charlo
Balmoral
Petit-Rocher
Pointe-Verte
Beresford
Bathurst
Caraquet
Bertrand
Lameque
Bas-Caraquet
Shippagan
Le Goulet
Tracadie
Sheila
Neguac
Newcastle
Douglastown
Nelson-Miramichi
Chatham
Saint-Louis-De-Kent
Richibucto
Rogersville
Buctouche
Saint Antoine
Shediac
Doaktown
Chipman
Minto
Salisbury
Petitcodiac
Moncton
Dieppe
Riverview
Hillsborough
Sussex
Sussex Corner
Norton
Hampton
Plaster Rock
Perth-Andover
Woodstock
Nackawic
Fredericton
Oromocto
McAdam
St. Stephen
St. George
Saint Andrews
Blacks Harbor
Campobello Island
Grand Manan Island
Saint John See Inset
Alberton
St. Eleanors
Wilmot
Kensington
Summerside
Cornwall
Charlottetown See Inset
Montague
Souris
Cap-Pele
Sackville
Dorchester
Amherst
Oxford
Springhill
Parrsboro
Truro
Hilden
Stewiacke
Westville
Stellarton
New Glasgow
Pictou
Trenton
Antigonish
Mulgrave
Port Hawkesbury
Canso
Madame Island
North Sydney
Howie Centre
Sydney
Sydney Mines
New Waterford
Glace Bay
Dominion
Louisbourg
Hantsport
Windsor
Elmsdale
Enfield
Mount Uniacke
Waverley
North Preston
Halifax See Inset
Herring Cove
Kentville
Wolfville
Falmouth
Berwick
Three Mile Plains
Chester
Mahone Bay
Lunenburg
Bridgewater
Liverpool
Middleton
Bridgetown
Digby
Yarmouth
Shelburne
Clarks Harbour
Milton vale Park
West Royalty
Winsloe
Sherwood
East Royalty
North River
Parkdale
Charlottetown
Hillsborough River
Bunbury
Southport
Crossroads
West River
Scale: 1 Inch = 6 Kilometers or 4 Miles
Gondola Point
Quispamsis
Fairvale
Rothesay
Renforth
Kennebecasis Island
Kennebecasis Bay
East Riverside-Kingshurst
Westfield
Grand Bay
Saint John
St. John River
Bay of Fundy
Scale: 1 Inch = 33 Kilometers or 20 Miles
Bedford
Dartmouth
Lake Echo
Halifax
Halifax Harbour
Scale: 1 Inch = 17 Kilometers or 11 Miles
LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARY
COUNTY BOUNDARIES
CENSUS METROPOLITAN AREA
PLACE WITH 1000+ POPULATION
N
Scale: 1 Inch = 91 Kilometers or 56 Miles

"Copyright ©, 1988 Audit Bureau of Circulations. All rights reserved."

Printed in U.S.A.

COUNTIES AND TOWNS

The following lists counties then towns and counties - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000+ (Census) population.

NEW BRUNSWICK

709,442

ALBERT	24,832	G	10
CARLETON	25,429	F	4
CHARLOTTE	26,525	I	5
GLOUCESTER	87,473	B	8
KENT	31,496	E	9
KINGS	56,598	H	8
MADAWASKA	36,662	C	3
NORTHUMBERLAND	52,981	D	7
QUEENS	12,487	G	8
RESTIGOUCHE	39,921	B	5
ST. JOHN	82,460	M	14
SUNBURY	22,894	G	7
VICTORIA	21,504	D	4
WESTMORELAND	110,969	F	10
YORK	77,211	G	5

Atholville, RESTIGOUCHE 1,501	A	6
Balmoral, RESTIGOUCHE 1,969	A	6
Bas-Caraquet, GLOUCESTER 1,913	A	9
Bathurst, GLOUCESTER, 14,683	A	7
Beresford, GLOUCESTER, 3,851	A	8
Bertrand, GLOUCESTER, 1,279	A	9
Blacks Harbor, CHARLOTTE, 1,224	J	6
Buctouche, KENT, 2,420	E	10
Campbellton, RESTIGOUCHE, 9,073	B	4
Cap-Pele, WESTMORELAND, 2,261	F	11
Caraquet, GLOUCESTER, 4,493	B	9
Charlo, RESTIGOUCHE, 1,602	A	6
Chatham, NORTHUMBERLAND, 6,219	D	9
Chipman, QUEENS, 1,760	F	7
Dalhousie, RESTIGOUCHE, 5,363	A	6
Dieppe, WESTMORELAND, 9,084	G	10
Doaktown, NORTHUMBERLAND 999	E	7
Dorchester, WESTMORELAND, 1,198	G	11
Douglastown, NORTHUMBERLAND 1,133	D	8
East Riverside-Kingshurst, KINGS, 1,031	M	13
Edmundston, MADAWASKA, 11,497	A	7
Eel River Crossing, RESTIGOUCHE 1,479	A	6
Fairvale, KINGS, 4,660	L	14
Fredericton, YORK, 44,352	G	6
Gondola Point, KINGS, 3,596	K	14
Grand Bay, KINGS, 3,319	M	12
Grand Falls, VICTORIA, 6,209	D	4
Hampton, KINGS, 3,405	H	8
Hillsborough, ALBERT, 1,214	G	10
Kedgwick, RESTIGOUCHE, 1,129	B	4
Lameque, GLOUCESTER, 1,806	B	9
Le Goulet, GLOUCESTER, *1,136*	B	10
McAdam, YORK, 1,658	H	4
Minto, QUEENS, 3,197	G	7
Moncton, WESTMORELAND, 55,468	G	10
Nackawic, YORK, 1,288	G	4
Neguac, NORTHUMBERLAND, 1,754	C	9
Nelson-Miramichi, NORTHUMBERLAND 1,407	D	9
Newcastle, NORTHUMBERLAND 5,804	C	9
Norton, KINGS, 1,442	H	8
Oromocto, SUNBURY, 9,656	G	6
Perth-Andover, VICTORIA, 1,889	D	4
Petitcodiac, WESTMORELAND, 1,355	G	9
Petit-Rocher, GLOUCESTER, 1,924	B	8
Plaster Rock, VICTORIA, 1,232	D	4
Point-Verte, GLOUCESTER, 1,257	A	7
Quispamsis, KINGS, 7,185	K	14
Renforth, KINGS, 1,452	L	14
Richibucto, KENT, 1,609	E	10
Riverview, WESTMORELAND, 15,638	G	10
Rogersville, NORTHUMBERLAND 1,273	E	8
Rothesay, KINGS, 1,605	L	14
Sackville, WESTMORELAND, 5,470	G	11
Saint John, ST. JOHN, 76,381	M	14
Salisbury, WESTMORELAND, 1,742	G	9
Schediac, WESTMORELAND, 4,370	F	11
Sheila, GLOUCESTER, 1,265	B	9
Shippagan, GLOUCESTER, 2,801	A	10
Ste. Anne-de-Madawaska MADAWASKA, 1,294	C	3
St. Andrews, CHARLOTTE, 1,612	J	5
St. Antoine, KENT, 1,328	F	10
St. Basile, MADAWASKA, 3,306	C	3
St. George, CHARLOTTE, 1,305	J	6
St. Jacques, MADAWASKA, 2,310	B	2
St. Leonards, MADAWASKA, 1,512	D	3
St. Quentin, RESTIGOUCHE, 2,264	B	9
St. Stephen, CHARLOTTE, 5,032	I	5
St.-Louis-de-Kent, KENT, 1,101	E	10
Sussex Corner, ALBERT, 1,295	H	9
Tide Head, RESTIGOUCHE, 1,085	A	4
Tracadie, GLOUCESTER, 2,444	B	8
Westfield, KINGS, 1,113	M	12
Woodstock, CARLETON, 4,549	F	4

NOVA SCOTIA

873,176

ANNAPOLIS	23,589	J	10
ANTIGONISH	18,776	G	15
CAPE BRETON	123,625	F	18
COLCHESTER	45,093	H	13
CUMBERLAND	34,819	H	11
DIGBY	21,852	K	9
GUYSBOROUGH	12,721	H	15
HALIFAX	306,418	I	14
HANTS	36,548	I	12
INVERNESS	21,946	F	16
KINGS	53,275	I	11
LUNENBURG	46,483	J	11
PICTOU	49,772	H	14
QUEENS	13,125	K	10
RICHMOND	11,841	G	17
SHELBURNE	17,516	L	10
VICTORIA	8,704	E	17
YARMOUTH	27,073	L	9

Amherst, CUMBERLAND, 9,671	G	11
Antigonish, ANTIGONISH, 5,291	G	15
Bedford, HALIFAX, 8,010	L	17
Berwick, KINGS, 2,658	I	10
Bridgetown, ANNAPOLIS, 1,118	J	10
Bridgewater, LUNENBURG, 6,617	K	11
Canso, GUYSBOROUGH, 1,285	H	17
Chester, LUNENBURG, 10,579	K	11
Clarks Harbor, SHELBURNE, 1,098	M	9
Dartmouth, HALIFAX, 65,243	M	19
Digby, DIGBY, 2,525	J	9
Dominion, CAPE BRETON, 2,754	F	18
Elmsdale, HANTS, *1,233*	I	13
Enfield, HANTS, *1,775*	I	13
Falmouth, HANTS, *1,195*	I	11
Glace Bay, CAPE BRETON, 20,467	E	18
Halifax, HALIFAX, 113,577	M	18
Hantsport, HANTS, 1,357	I	12
Herring Cove, HALIFAX, *1,570*	J	13
Hilden, COLCHESTER, *1,421*	H	13
Howie Centre, CAPE BRETON, *1,988*	F	18
Kentville, KINGS, 5,208	I	11
Lake Echo, HALIFAX, *1,881*	M	20
Liverpool, QUEENS, 3,295	L	11
Louisbourg, CAPE BRETON, 1,355	F	18
Lunenburg, LUNENBURG, 2,972	K	11
Mahone Bay, LUNENBURG, 1,093	K	11
Middleton, ANNAPOLIS, 1,772	J	10
Mount Uniacke, HANTS, *1,364*	I	12
Mulgrave, GUYSBOROUGH, 1,051	G	16
New Glasgow, PICTOU, 10,022	G	14
New Waterford, CAPE BRETON, 8,326	E	18
North Preston, HALIFAX, *1,166*	J	13
North Sydney, CAPE BRETON, 7,472	E	18
Oxford, CUMBERLAND, 1,376	G	12
Parrsboro, CUMBERLAND, 1,729	H	11
Pictou, PICTOU, 4,413	G	14
Port Hawkesbury, INVERNESS, 3,869	G	16
Shelburne, SHELBURNE, 2,312	L	10
Springhill, CUMBERLAND, 4,712	G	12
Stellarton, PICTOU, 5,259	G	14
Stewiacke, COLCHESTER, 1,265	I	13
Sydney, CAPE BRETON, 27,754	E	18
Sydney Mines, CAPE BRETON, 8,063	E	18
Three Mile Plains, HANTS, *1,278*	I	12
Trenton, PICTOU, 3,083	G	14
Truro, COLCHESTER, 12,124	H	13
Waverly, HALIFAX, *1,696*	J	12
Westville, PICTOU, 4,271	G	14
Windsor, HANTS, 3,665	I	12
Wolfville, KINGS, 3,277	I	11
Yarmouth, YARMOUTH, 7,617	L	8

PRINCE EDWARD ISLAND

126,646

KINGS	19,509	F	14
PRINCE	43,677	D	11
QUEENS	63,460	F	13

Alberton, PRINCE, 1,103	C	11
Bunbury, QUEENS, 1,054	J	19
Charlottetown, QUEENS, 15,776	J	18
Cornwall, QUEENS, 1,894	F	13
Crossroads, QUEENS, 1,765	K	19
East Royalty, QUEENS, 2,039	I	19
Kensington, PRINCE, 1,105	E	12
Miltonville Park, QUEENS, 1,080	I	17
Montague, KINGS, 1,994	F	14
North River, QUEENS, 1,732	I	17
Parkdale, QUEENS, 2,065	I	18
Sherwood, QUEENS, 5,769	I	18
Souris, KINGS, 1,379	E	15
Southport, QUEENS, 1,321	J	19
St. Eleanors, PRINCE, 3,743	E	11
Summerside, PRINCE, 8,020	E	12
West Royalty, QUEENS, 2,070	I	18
Wilmot, PRINCE, 1,708	E	12
Winsloe, QUEENS, 1,123	I	18

OVERSIZE FOLDOUT(S) FOUND HERE IN
THE PRINTED EDITION OF THIS VOLUME
ARE FOUND FOLLOWING THE LAST PAGE
OF TEXT IN THIS MICROFICHE EDITION.

SEE FOLDOUT NO 1

COUNTIES AND TOWNS

The following lists counties then towns and counties - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000 + (Census) population.

QUEBEC

6,532,461

ABITIBI	94.410	J	3
ARGENTEUIL	32.533	O	6
ARTHABASKA	60.597	O	15
BAGOT	28.166	Q	12
BEAUCE	75.982	N	19
BEAUHARNOIS	53.106	R	27
BELLECHASSE	23.237	L	21
BERTHIER	32.044	M	10
BONAVENTURE	39.576	D	30
BROME	18.847	S	13
CHAMBLY	316.337	P	30
CHAMPLAIN	119.563	L	13
CHARLEVOIX-EST	17.573	G	20
CHARLEVOIX-OUEST	14.201	G	19
CHATEAUGUAY	61.608	S	28
CHICOUTIMI	174.625	J	8
COMPTON	20.110	R	17
DEUX-MONTAGNES	75.880	O	26
DORCHESTER	33.798	M	20
DRUMMOND	72.051	P	14
FRONTENAC	26.390	Q	19
GASPE-EST	40.862	C	31
GASPE-OUEST	17.240	B	30
GATINEAU	57.213	M	4
HULL	134.966	R	2
HUNTINGDON	15.627	S	25
IBERVILLE	23.931	R	32
ILE-DE-MONTREAL	1.752.582	E	12
ILE-JESUS	284.164	C	12
ILES-DE-LA-MADELEINE	14.130	J	24
JOLIETTE	63.343	L	30
KAMOURASKA	28.483	H	21
L'ASSOMPTION	122.509	N	28
L'ISLET	21.189	I	20
LABELLE	34.579	M	4
LAC-SAINT-JEAN-EST	47.497	J	7
LAC-SAINT-JEAN-OUEST	62.977	J	6
LAPRAIRIE	110.617	Q	30
LEVIS	103.318	L	18
LOTBINIERE	29.809	M	16
MASKINONGE	20.877	L	10
MATANE	29.258	C	27
MATAPEDIA	23.476	D	26
MEGANTIC	55.028	N	17
MISSISQUOI	35.028	T	12
MONTCALM	29.252	L	28
MONTMAGNY	24.794	K	21
MONTMORENCY NO 1	22.951	H	18
MONTMORENCY NO 2	6.769	D	19
NAPIERVILLE	13.836	R	29
NICOLET	34.162	N	14
PAPINEAU	40.258	O	4
PONTIAC	19.809	M	3
PORTNEUF	60.610	J	15
QUEBEC	466.483	D	17
RICHELIEU	51.837	M	32
RICHMOND	38.653	Q	15
RIMOUSKI	69.945	E	24
RIVIERE-DU-LOUP	40.646	G	22
ROUVILLE	43.859	Q	33
SAGUENAY	104.131	F	7
SAINT-HYACINTHE	57.027	O	32
SAINT-JEAN	57.617	R	31
SAINT-MAURICE	109.033	L	12
SHEFFORD	73.883	R	13
SHERBROOKE	120.551	R	15
SOULANGES	16.345	R	25
STANSTEAD	38.746	S	15
TEMISCAMINGUE	53.238	K	2
TEMISCOUATA	19.271	G	23
TERREBONNE	206.657	M	26
TERRITOIRE-DU-NOUVEAU-QUEBEC	37.183	D	4
VAUDREUIL	53.421	Q	25
VERCHERES	67.610	N	31
WOLFE	15.223	P	17
YAMASKA	14.722	O	12

Acton Vale. BAGOT 4.333	Q	13
Alencon. BERTHIER. 1.032	O	11
Alma. LAC-SAINT-JEAN-EST 25.923	J	7
Amos. ABITIBI. 9.261	J	3
Amqui. MATAPEDIA. 4.249	D	25
Ancienne-Lorette. QUEBEC. 13.747	D	17
Anjou. ILE-DE-MONTREAL. 36.916	C	13
Arthabaska. ARTHABASKA. 7.244	O	16
Asbestos. RICHMOND. 9.611	Q	15
Aylmer. GATINEAU. 28.976	S	2
Baie-Comeau. SAGUENAY [illegible] 244	H	11
Baie-D'Urfe. ILE-DE-MONTREAL. 3.571	F	10
Baie-Saint-Paul. CHARLEVOIX-OUEST 3.925	H	19
Barraute. ABITIBI. 1.195	J	3
Beaconsfield. ILE-DE-MONTREAL 19.301	F	10
Beauceville. BEAUCE. 4.129	O	20
Beauharnois. BEAUHARNOIS. 6.519	R	27
Beauport. QUEBEC. 62.869	D	18
Beaupre. MONTMORENCY NO. 1. 2.725	I	19
Becancour. NICOLET. 10.472	N	14
Bedford. MISSISQUOI. 2.733	S	33
Beebe Plain. STANSTEAD. 1.015	T	14
Bellefeuille. TERREBONNE. 7.697	N	26
Beloeil. VERCHERES. 17.958	P	31
Bernierville. MEGANTIC. 2.032	N	16
Berthierville. BERTHIER. 3.805	L	31
Berthier-Sur-Mer. MONTMAGNY. 1.216	K	20
Black Lake. MEGANTIC. 4.824	O	18
Blainville. TERREBONNE. 16.175	O	[illegible]
Boisbriand. TERREBONNE. 14.360	O	[illegible]
Bois-Des-Filion. TERREBONNE. 4.935	O	28
Bonaventure. BONAVENTURE. 2.995	E	30
Boucherville. CHAMBLY. 31.116	P	30
Bromont. BROME. 2.838	S	12
Bromptonville. RICHMOND. 2.979	R	15
Brossard. LAPRAIRIE. 57.441	Q	30
Brownsburg. ARGENTEUIL. 2.679	P	7
Buckingham. PAPINEAU. 8.820	Q	2
Cabano. TEMISCOUATA. 3.284	G	23
Candiac. LAPRAIRIE. 9.096	Q	29
Caplan. BONAVENTURE. *2.076*	E	30
Cap-Aux-Meules. ILES-DE-LA-MADELEINE. 1.571	J	24
Cap-Chat. GASPE-OUEST 3.202	B	28
Cap-De-La-Madeleine CHAMPLAIN 32.800	M	14
Cap-Rouge. QUEBEC. 12.101	E	17
Cap-Saint-Ignace. MONTMAGNY. *1.510*	I	20
Carignan. CHAMBLY. 4.784	Q	30
Carleton. BONAVENTURE. 2.663	E	29
Causapscal. MATAPEDIA. 2.339	E	25
Chambly. CHAMBLY. 12.869	Q	31
Chandler. GASPE-EST. 3.715	D	32
Chapais. TERRITOIRE-DU-NOVEAU-QUEBEC. 2.875	I	5
Charlemagne. L'ASSOMPTION. 5.331	N	30
Charlesbourg. QUEBEC. 68.996	D	17
Charny. LEVIS. 9.123	F	17
Chateauguay. CHATEAUGUAY. 37.865	Q	28
Chateau-Richer. MONTMORENCY NO. 1 3.802	I	18
Chibougamau. TERRITOIRE-DU-NOVEAU-QUEBEC. 9.922	I	5
Chicoutimi. CHICOUTIMI. 61.083	J	8
Chute-Aux-Outardes. SAGUENAY. 2.219	I	10
Clermont. CHARLEVOIX-EST. 3.426	G	20
Coaticook. STANSTEAD. 6.440	T	15
Contrecoeur. VERCHERES. *5.449*	M	31
Cookshire. COMPTON. 1.476	R	17
Coteau-du-Lac. SOULANGES. *3.547*	R	25
Coteau-Landing. SOULANGES. 1.425	R	25
Cote-Saint-Luc. ILE-DE-MONTREAL 28.582	E	12
Cowansville. MISSISQUOI. 11.643	S	12
Crabtree. JOLIETTE. 1.979	L	30
Danville. RICHMOND. 1.931	P	15
Daveluyville. ARTHABASKA. 1.183	N	15
Deauville. SHERBROOKE. 1.822	S	15
Degelis. TEMISCOUATA. 3.528	H	23
Delson. LAPRAIRIE. 4.997	Q	29
Desbiens. LAC-SAINT-JEAN-EST. 1.417	J	7
Deux-Montagnes. DEUX-MONTAGNES 10.531	P	27
Disraeli. WOLFE. 3.004	P	18
Dolbeau. LAC-SAINT-JEAN-OUEST. 8.554	J	6
Dollard-Des-Ormeaux. ILE-DE-MONTREAL. 43.089	E	11
Domaine-Laurentien TERREBONNE. *1.034*	M	27
Donnacona. PORTNEUF. 5.435	L	16
Dorion. VAUDREUIL. 5.469	Q	[illegible]
Dorval. ILE-DE-MONTREAL. 17.354	[illegible]	[illegible]
Drummondville. DRUMMOND. 36.020	[illegible]	[illegible]
Dunham. MISSISQUOI. 3.108	T	12
East Broughton Station. BEAUCE. 1.251	N	18
East Broughton. BEAUCE. *1.385*	N	19
East-Angus. COMPTON. 3.701	R	16
Escoumins. SAGUENAY. 2.340	J	9
Evain. TEMISCAMINGUE. *3.019*	K	1
Farnham. MISSISQUOI. 6.102	R	32
Fatima. ILES-DE-LA-MADELEINE. *1.542*	J	24
Ferme-Neuve. LABELLE. 2.172	L	4
Fermont. SAGUENAY. 3.592	F	5
Forestville. SAGUENAY. 3.955	I	10
Fort Coulonge. PONTIAC. 1.449	M	3
Gaspe. GASPE-EST. 17.350	B	32
Gatineau. HULL. 81.244	R	3
Girardville. LAC-SAINT-JEAN-OUEST *1.584*	J	6
Granby. SHEFFORD. 38.508	R	12
Grande Riviere. GASPE-EST. 4.413	D	32
Grand Mere. CHAMPLAIN. 14.582	L	13
Greenfield Park. CHAMBLY. 18.290	P	30
Grenville. ARGENTEUIL. 1.354	P	5
Hampstead. ILE-DE-MONTREAL. 7.451	E	12
Havre-Saint-Pierre. SAGUENAY. *3.344*	G	6
Hebertville-Station. LAC-SAINT-JEAN-EST 1.416	K	7
Hudson. VAUDREUIL. 4.426	Q	25
Hull. HULL. 58.722	S	2
Huntingdon. HUNTINGDON. 2.919	S	26
Iberville. IBERVILLE. 8.547	R	31
Ile-Perrot. VAUDREUIL. 6.586	Q	27
Joliette. JOLIETTE. 16.845	L	50
Jonquiere. CHICOUTIMI. 58.467	J	8
Kingsey Falls. DRUMMOND. 1.083	P	15
Kirkland. ILE-DE-MONTREAL. 13.376	F	11
La Baie. CHICOUTIMI. 20.753	K	8
La Guadeloupe. FRONTENAC. 1.716	O	19
La Malbaie. CHARLEVOIX-EST. 3.948	G	20
La Plaine. L'ASSOMPTION. 5.996	N	28
La Pocatiere. KAMOURASKA. 4.816	H	21
La Prairie. LAPRAIRIE. 11.072	R	30
La Presentation. SAINT-HYACINTHE 1.685	Q	32
La Sarre. ABITIBI. 8.622	J	2
La Tuque. CHAMPLAIN. 10.723	[illegible]	6
LaBelle. LABELLE. *2.134*	M	4
Lachenaie. L'ASSOMPTION. 10.177	N	29
Lachine. ILE-DE-MONTREAL. 34.906	F	12
Lachute. ARGENTEUIL. 11.586	P	6
Lacolle. SAINT-JEAN. 1.376	T	30
Lac-Au-Saumon. MATAPEDIA. 1.330	E	26
Lac-A-La-Tortue. CHAMPLAIN. *2.544*	L	13
Lac-Bouchette. LAC-SAINT-JEAN-OUEST 1.654	K	6
Lac-Brome. BROME. 4.466	S	13
Lac-Etchemin. DORCHESTER. 2.666	N	21
Lac-Megantic. FRONTENAC. 5.732	R	19
Lafontaine. TERREBONNE. 5.344	N	27
Lasalle. ILE-DE-MONTREAL. 75.621	F	13
Laurentides. L'ASSOMPTION. 2.018	M	28
Laurier-Station. LOTBINIERE. 1.912	L	17
Lauzon. LEVIS. 13.620	D	18
Lavaltrie. BERTHIER. 2.690	M	31
Laval. ILE-JESUS. 284.164	D	11
Le Gardeur. L'ASSOMPTION. 9.230	N	30
Lebel-Sur-Quevillon. TERRITOIRE-DU-NOVEAU-QUEBEC. 3.465	I	3
Lemoyne. CHAMBLY. 5.634	P	30
Lennoxville. SHERBROOKE. 3.898	R	15
Lery. CHATEAUGUAY. 2.316	Q	28
Levis. LEVIS. 18.310	E	17
Liniere. BEAUCE. 1.393	O	21
Longueuil, CHAMBLY, 125,441	P	30
Loretteville, QUEBEC, 14,335	D	17
Lorraine, TERREBONNE, 7,334	O	28
Lorrainville, TEMISCAMINGUE, 1,153	L	1
Louiseville, MASKINONGE, 3,557	N	12
Luceville, RIMOUSKI, 1,490	D	24
L'Ange Gardien, MONTMORENCY NO. 1 2,412	K	19
L'Annonciation, LABELLE, 2,318	M	4
L'Ascension-de-Notre-Seigneur LAC-SAINT-JEAN-EST, 1,845	J	7
L'Assomption, L'ASSOMPTION, 5,280	N	30
L'Epiphanie, L'ASSOMPTION, 2,846	M	30
L'Isle-Verte, RIVIERE-DU-LOUP, 1,073	F	22
Macamic, ABITIBI, 1,821	J	2
Magog, STANSTEAD, 13,530	S	15
Malartic, ABITIBI, 4,474	J	3
Maniwaki, GATINEAU, 5,168	M	4
Maple Grove, BEAUHARNOIS, 2,127	R	28
Maria, BONAVENTURE, *2,481*	E	29
Marieville, ROUVILLE, 4,913	Q	32
Mascouche, L'ASSOMPTION, 21,285	N	29
Maskinonge, MASKINONGE, 1,014	N	12
Masson, PAPINEAU, 4,842	P	2
Matagami, TERRITOIRE-DU-NOVEAU-QUEBEC, 2,738	I	3
Matane, MATANE, 13,243	C	26
McMasterville, VERCHERES, 3,665	P	31
Melocheville, BEAUHARNOIS, 2,050	Q	28
Mercier, CHATEAUGUAY, 7,264	R	28
Metabetchouan, LAC-SAINT-JEAN-EST 3,285	J	7
Mirabel, DEUX-MONTAGNES, 13,875	O	26
Mistassini, LAC-SAINT-JEAN-OUEST 6,734	J	6
Moisie, SAGUENAY, 1,118	G	6
Montebello, PAPINEAU, 1,069	P	5
Montmagny, MONTMAGNY, 11,958	J	21
Montreal, ILE-DE-MONTREAL, 1,015,420	D	13
Montreal-Est, ILE-DE-MONTREAL, 3,592	C	13
Montreal-Nord, ILE-DE-MONTREAL 90,303	C	12
Montreal-Ouest, ILE-DE-MONTREAL 5,382	E	12
Mont-Joli, RIMOUSKI, 6,670	D	24
Mont-Laurier, LABELLE, 7,937	M	4
Mont-Rolland, TERREBONNE, 2,123	L	26
Mont-Royal, ILE-DE-MONTREAL, 13,350	D	12
Mont-Saint-Hilaire, ROUVILLE, 10,588	P	31
Murdochville, GASPE-OUEST, 2,302	B	30
Napierville, NAPIERVILLE, 2,551	S	30
New Carlisle, BONAVENTURE, *1,674*	E	31
New Richmond, BONAVENTURE, 4,100	E	29
Nicolet, NICOLET, 5,065	N	13
Noranda, TEMISCAMINGUE, 8,870	J	2
Normandin, LAC-SAINT-JEAN-OUEST 4,069	J	6
Normetal, ABITIBI, *1,239*	J	2
Notre-Dame-Des-Neiges-Des-Trois-Pistoles, RIVIERE-DU-LOUP, 1,233	F	22
Notre-Dame-des-Prairies, JOLIETTE 5,809	L	30
Notre-Dame-de-Bon-Secours, ROUVILLE 1,210	Q	31
Notre-Dame-de-Bon-Secours-de-L'Islet L'ISLET, 1,137	I	20
Notre-Dame-de-Lourdes, JOLIETTE 1,906	K	30
Notre-Dame-de-L'Ile-Perrot, VAUDREUIL 4,325	Q	27
Notre-Dame-de-Portneuf, PORTNEUF 1,782	K	16
Notre-Dame-Du-Bon-Conseil DRUMMOND, 1,166	O	14
Notre-Dame-du-Lac, TEMISCOUATA 2,239	G	23
Notre-Dame-Du-Mont-Carmel CHAMPLAIN, 4,054	M	13
Notre-Dame-du-Portage RIVIERE-DU-LOUP, 1,074	G	21
Oka. DEUX-MONTAGNES. 1.480	P	26
Omerville. STANSTEAD. 1.577	S	15
Ormstown. CHATEAUGUAY. 1.620	S	27
Otterburn Park. ROUVILLE. 4.571	P	31
Outremont. ILE-DE-MONTREAL. 23.080	D	13
Papineauville. PAPINEAU. 1.488	P	4
Paspebiac. BONAVENTURE. *3.070*	E	31
Perce. GASPE-EST. 4.686	C	33
Petite Matane. MATANE. *1.262*	C	26
Pierrefonds. ILE-DE-MONTREAL. 39.605	E	10
Pierreville. YAMASKA. 1.146	N	13
Pincourt. VAUDREUIL. 9.121	Q	27
Plessisville. MEGANTIC. 7.042	N	16
Pohenegamook. KAMOURASKA. 3.526	H	22
Pointe-Aux-Outardes. SAGUENAY. 1.032	I	11
Pointe-Aux-Trembles. PORTNEUF. 1.613	K	17
Pointe-Calumet. DEUX-MONTAGNES 3.450	P	26
Pointe-Claire. ILE-DE-MONTREAL. 26.026	E	11
Pointe-Lebel. SAGUENAY. 1.709	I	11
Pont-Rouge. PORTNEUF. 3.694	L	17
Portneuf. PORTNEUF. 1.336	L	16
Portneuf-Station. PORTNEUF. 1.336	L	16
Port-Cartier. SAGUENAY. 6.858	H	11
Price. MATANE. 2.081	D	25
Princeville. ARTHABASKA. 3.905	O	15
Quebec. QUEBEC. 164.580	D	17
Ragueneau. SAGUENAY. 1.843	I	10
Rawdon. MONTCALM. 3.032	L	28
Repentigny. L'ASSOMPTION. 40.778	N	30
Richelieu. ROUVILLE. 2.020	Q	31
Richmond. RICHMOND. 3.260	Q	14
Rigaud. VAUDREUIL. 2.203	P	25
Rimouski. RIMOUSKI. 20.672	E	23
Rimouski-Est. RIMOUSKI. 2.354	E	24
Riviere-du-Loup. RIVIERE-DU-LOUP 13.321	F	22
Robertsonville. MEGANTIC. 1.844	N	18
Roberval. LAC-SAINT-JEAN-OUEST 11.448	K	6
Rock Forest. SHERBROOKE. 12.210	R	15
Rock Island. STANSTEAD. 1.053	T	15
Rosemere. TERREBONNE. 8.673	O	28
Rouyn. TEMISCAMINGUE. 17.319	K	1
Roxboro, ILE-DE-MONTREAL, 6,138	E	11
Roxton Falls, SHEFFORD, 1,283	Q	13
Roxton Pond, SHEFFORD, 1,998	R	13
Sacre-Coeur-de-Jesus, JOLIETTE, 1,086	L	30
Sacre-Coeur-Saguenay, SAGUENAY, *1,172*	J	9
Sainte-Adele, TERREBONNE, 4,272	L	26
Sainte-Agathe, TERREBONNE, 1,071	L	25
Sainte-Agathe-Des-Monts, TERREBONNE 5,254	L	25
Sainte-Agathe-Sud, TERREBONNE, 1,554	L	26
Sainte-Anaclet-de-Lessard, RIMOUSKI 2,483	D	24
Sainte-Angele-de-Monnoir, ROUVILLE 1,216	Q	32
Sainte-Anne-Des-Monts, GASPE-OUEST 6,008	B	28
Sainte-Anne-Des-Plaines, TERREBONNE 8,931	N	28
Sainte-Anne-de-Beaupre MONTMORENCY NO. 1, 3,162	I	19
Sainte-Anne-De-Bellevue, ILE-DE-MONTREAL, 4,140	F	10
Sainte-Anne-de-La-Perade, CHAMPLAIN 1,377	M	14
Sainte-Anne-de-La-Pocatiere KAMOURASKA, 1,758	H	20
Sainte-Anne-de-La-Pointe-Au-Pere RIMOUSKI, 3,685	D	24
Sainte-Anne-de-Sabrevois, IBERVILLE 1,599	S	31
Sainte-Anne-de-Sorel, RICHELIEU, 2,662	L	32
Sainte-Anne-du-Sault, ARTHABASKA 1,311	N	15
Sainte-Anne-D'Yamachiche SAINT-MAURICE, 1,489	N	12
Sainte-Barbe, HUNTINGDON, 1,178	S	26
Sainte-Beatrix, JOLIETTE, 1,258	N	9
Sainte-Blandine, RIMOUSKI, 1,825	E	24
Sainte-Brigitte-de-Laval MONTMORENCY NO. 1, 2,388	J	19
Sainte-Catharine, LAPRAIRIE, 7,020	Q	29
Sainte-Clothilde, CHATEAUGUAY, 1,442	S	28
Sainte-Croix, LOTBINIERE, 1,792	L	16
Sainte-Elizabeth, JOLIETTE, 1,543	K	29
Sainte-Emelie-De-L'Energie, JOLIETTEL 1,167	M	9
Sainte-Famille, Ile Orleans MONTMORENCY NO. 2, 1,026	D	19
Sainte-Foy, QUEBEC, 69,615	E	16
Sainte-Genevieve, ILE-DE-MONTREAL 2,588	E	11
Sainte-Genevieve-De-Batiscan CHAMPLAIN, 1,088	M	14
Sainte-Genevieve-De-Berthier, BERTHIER 2,079	K	31
Sainte-Germaine-de-L'Anse-Aux-Gascons BONAVENTURE, 1,425	E	32
Sainte-Germaine-du-Lac-Etchemin, DORCHESTER, 1,593	N	21
Sainte-Helene, KAMOURASKA, 1,065	H	21
Sainte-Helene-de-Breakeyville, LEVIS 2,385	E	17
Sainte-Henedine, DORCHESTER, 1,226	M	19
Sainte-Jeanne-D'Arc, LAC-SAINT-JEAN-OUEST, 1,072	J	6
Saint-Jean-Baptiste-de-Nicolet, NICOLET 2,443	M	13
Sainte-Julienne, MONTCALM, 4,972	L	28
Sainte-Julie, VERCHERES, 15,502	O	30
Sainte-Justine, DORCHESTER, 2,035	M	22
Sainte-Luce, RIMOUSKI, 1,362	D	24
Sainte-Madeleine, SAINT-HYACINTHE 1,732	O	32
Sainte-Madeleine-de-Rigaud VAUDREUIL, 2,725	P	25
Sainte-Marguerite-du-Lac-Masson TERREBONNE, 1,590	L	26
Sainte-Marie, BEAUCE, 9,536	M	19
Sainte-Marie-de-Monnoir, ROUVILLE 2,235	Q	31
Sainte-Marie-Madeleine, SAINT-HYACINTHE, 1,678	P	33
Sainte-Marie-Salome, MONTCALM, 1,074	M	30
Sainte-Marthe-Sur-Le-Lac DEUX-MONTAGNES, 6,143	P	27
Sainte-Martine, CHATEAUGUAY, 2,186	R	28
Sainte-Melanie, JOLIETTE, 1,889	O	10
Sainte-Odile-sur-Rimouski Rimouski, 1,040	E	23
Sainte-Perpetue, NICOLET, 1,030	O	15
Sainte-Rosalie, BAGOT, 3,225	P	12
Sainte-Thecle, CHAMPLAIN, 1,208	J	13
Sainte-Therese, TERREBONNE, 19,336	O	28
Sainte-Ursule, MASKINONGE, 1,328	M	12
Sainte-Victoire-de-Sorel, RICHELIEU 2,150	M	32
Sainte-Victoire-D'Arthabaska ARTHABASKA, 6,038	O	15
Saint-Adelphe, CHAMPLAIN, 1,098	K	14
Saint-Albert-De-Warwick, ARTHABASKA 1,204	U	15
Saint-Alexandre, IBERVILLE, 1,507	R	32
Saint-Alexandre, KAMOURASKA, 1,916	G	21
Saint-Alexis-des-Monts, MASKINONGE, 2,604	M	11
Saint-Alphonse, SHEFFORD, 1,685	R	12
Saint-Alphonse-de-Rodriguez, JOLIETTE 1,705	N	9
Saint-Amable, VERCHERES, 4,531	O	31
Saint-Ambroise, CHICOUTIMI, 3,856	J	8
Saint-Ambroise-de-Kildare, JOLIETTE 2,731	K	29
Saint-Anaclet-de-Lessard, RIMOUSKI 2,483	D	24
Saint-Andre-Avellin, PAPINEAU, 1,327	P	3
Saint-Andre-D'Acton, BAGOT, 2,103	Q	13
Saint-Andre-d'Argenteuil, ARGENTEUIL, 1,104	O	7
Saint-Andre-Est, ARGENTEUIL, 1,351	O	6
Saint-Ange-Gardien, ROUVILLE, 1,317	R	33
Saint-Anicet, HUNTINGDON, 2,184	S	25
Sainte-Anne-Du-Sault, ARTHABASKA *1,311*	N	15
Saint-Anselme, DORCHESTER, 1,385	L	19
Saint-Antoine, TERREBONNE, 7,691	N	27

Saint-Antoine-De-Lavaltrie, BERTHIER 2,630	M	31
Saint-Antoine-de-La-Riviere-Du-Loup MASKINONGE, 4,505	N	12
Saint-Antoine-de-Tilly, LOTBINIERE, 1,290	L	17
Saint-Antonin, RIVIERE-DU-LOUP, 3,160	G	22
Saint-Arsene, RIVIERE-DU-LOUP, 1,187	F	22
Saint-Athanase, IBERVILLE, 5,715	R	31
Saint-Augustin-de-Desmaures PORTNEUF, 9,013	L	17
Saint-Barnabe, SAINT-MAURICE, 1,281	M	12
Saint-Barthelemi, BERTHIER, 1,906	N	11
Saint-Basile-Le-Grand, CHAMBLY, 8,852	P	31
Saint-Basile-Sud, PORTNEUF, 1,661	K	16
Saint-Benoit-Joseph-Labre, MATAPEDIA 2,191	E	25
Saint-Benoit-Labre, BEAUCE, 1,462	P	20
Saint-Bernard, DORCHESTER, 1,167	M	18
Saint-Bernard-de-Lacolle, SAINT-JEAN 1,490	T	30
Saint-Blaise, SAINT-JEAN, 1,671	R	31
Saint-Bonaventure, YAMASKA, 1,111	O	13
Saint-Boniface-de-Shawinigan, SAINT-MAURICE, 3,294	M	22
Saint-Bruno, LAC-SAINT-JEAN-EST, 2,580	K	7
Saint-Bruno-de-Guigues TEMISCAMINGUE, 1,061	K	1
Saint-Bruno-De-Montarville, CHAMBLY 23,103	O	30
Saint-Camille-De-Lellis, BELLECHASSE 1,108	M	22
Saint-Canut, DEUX-MONTAGNES, *1,129*	M	22
Saint-Casimir, PORTNEUF, *1,389*	L	15
Saint-Cesaire, ROUVILLE, 2,960	R	33
Saint-Charles, BELLECHASSE, 1,106	R	19
Saint-Charles-Borome, BELLECHASSE 1,147	L	19
Saint-Charles-Borromee, JOLIETTE 8,489	L	30
Saint-Christophe-D'Arthabaska ARTHABASKA, 1,894	O	16
Saint-Colomban, DEUX-MONTAGNES 2,684	N	26
Saint-Come, JOLIETTE, 1,618	M	9
Saint-Come-de-Kennebec, BEAUCE 1,583	P	21
Saint-Constant, LAPRAIRIE, 12,508	Q	29
Saint-Cuthbert, BERTHIER, 1,687	K	31
Saint-Cyprien, NAPIERVILLE, 1,154	S	30
Saint-Damase, SAINT-HYACINTHE, 1,215	P	32
Saint-Damien, BERTHIER, 1,328	M	10
Saint-Damien-De-Buckland BELLECHASSE, 2,260	L	21
Saint-David-de-L'Auberiviere, LEVIS 5,769	D	18
Saint-Denis, SAINT-HYACINTHE, 1,156	N	32
Saint-Denis-de-Brompton, RICHMOND 1,882	R	15
Saint-Dominique, BAGOT, 2,041	R	12
Saint-Dunstan-du-Lac-Beauport QUEBEC, 3,713	D	18
Saint-Edouard, NAPIERVILLE, 1,188	R	30
Saint-Edouard-De-Frampton DORCHESTER, 1,316	M	19
Saint-Edouard-de-Lotbiniere LOTBINIERE, 1,367	L	16
Saint-Elie, SAINT-MAURICE, 1,233	L	12
Saint-Elie-D'Orford, SHERBROOKE, 3,700	R	15
Saint-Emile, QUEBEC, 5,521	D	19
Saint-Ephrem-De-Beauce, BEAUCE, 1,224	L	19
Saint-Emphrem-de-Tring, BEAUCE, 1,018	O	19
Saint-Epiphane, RIVIERE-DU-LOUP, 1,052	F	22
Saint-Esprit, MONTCALM, 1,774	M	29
Saint-Etienne-Des-Gres, SAINT-MAURICE 3,303	M	13
Saint-Etienne-De-Beaumont BELLECHASSE, 1,922	K	19
Saint-Eugene, L'ISLET, 1,230	I	22
Saint-Eustache, DEUX-MONTAGNES 32,226	O	27
Saint-Fabien, RIMOUSKI, 2,024	E	23
Saint-Fabien-de-Panet, MONTMAGNY 1,078	L	22
Saint-Felicien, LAC-SAINT-JEAN-OUEST 9,324	J	6
Saint-Felix-de-Valois, JOLIETTE, 3,054	N	10
Saint-Fidele-de-Mont-Murray CHARLEVOIX-EST, 1,180	G	20
Saint-Francois-Xavier-de-Brompton RICHMOND, 1,817	O	15
Saint-Frederic, BEAUCE, 1,044	N	19
Saint-Gabriel, BERTHIER, 2,929	M	10
Saint-Gabriel-de-Brandon, BERTHIER, 2,042	N	11
Saint-Gedeon, FRONTENAC, 1,627	P	20
Saint-Georges, BEAUCE, 11,723	O	20
Saint-Georges, CHAMPLAIN, 3,653	L	13
Saint-Georges-de-Cacouna, RIVIERE-DU-LOUP, 1,166	F	22
Saint-Georges-Est, BEAUCE, 2,418	O	20
Saint-Georges-Ouest, BEAUCE, 6,352	O	20
Saint-Gerard-Des-Laurentides SAINT-MAURICE, 1,816	L	12
Saint-Gerard-Magella, L'ASSOMPTION 2,514	M	30
Saint-Germaine-de-Grantham DRUMMOND, 1,542	R	13
Saint-Gilles, LOTBINIERE, 1,750	M	18
Saint-Gregoire-Le-Grand, IBERVILLE 1,904	R	32
Saint-Hilarion, CHARLEVOIX-OUEST 1,245	H	20
Saint-Hippolyte, TERREBONNE, 3,626	M	27
Saint-Honore, BEAUCE, *1,091*	P	20
Saint-Honore, CHICOUTIMI, *3,643*	J	8
Saint-Hubert, CHAMBLY, 66,218	P	30
Saint-Hubert, RIVIERE-DU-LOUP, 1,433	G	22
Saint-Hyacinthe, SAINT-HYACINTHE 38,603	P	33
Saint-Hyacinthe-le-Confesseur SAINT-HYACINTHE, 1,031	P	33
Saint-Ignace-de-Loyola, BERTHIER, 1,795	M	10
Saint-Isidore, DORCHESTER, 1,650	M	18
Saint-Isidore, LAPRAIRIE, 2,262	R	28
Saint-Jacques, MONTCALM, 1,564	M	29
Saint-Jacques, MONTCALM, 2,153	M	29
Saint-Jacques-le-Mineur, LAPRAIRIE 1,218	R	30
Saint-Jean-Baptiste, ROUVILLE, 2,711	P	32
Saint-Jean-Baptiste-de-Nicolet, NICOLET 2,443	N	13
Saint-Jean-Chrysostome, CHATEAUGUAY 1,550	S	28
Saint-Jean-Chrysostome, LEVIS, 6,797	E	18
Saint-Jean-de-Boischatel MONTMORENCY NO. 1, 3,662	K	19
Saint-Jean-de-Dieu, RIVIERE-DU-LOUP *2,003*	F	22
Saint-Jean-de-Matha, JOLIETTE, 2,926	H	10
Saint-Jean-Port-Joli, L'ISLET, 3,395	I	20
Saint-Jean-Sur-Richelieu, SAINT-JEAN 34,745	R	31
Saint-Jerome, TERREBONNE, 23,316	N	27
Saint-Jerome-de-Matane, MATANE, 1,187	C	26
Saint-Joachim, MONTMORENCY NO. 1 [illegible]469	I	19
Saint-Joachim-de-Shefford, SHEFFORD 1,092	R	13
Saint-Joseph-De-Beauce, BEAUCE, 3,183	N	19
Saint-Joseph-De-Lanoraie, BERTHIER 1,294	L	31
Saint-Joseph-de-Maskinonge MASKINONGE, 1,240	N	12
Saint-Joseph-de-Sorel, RICHELIEU, 2,272	L	32
Saint-Joseph-Du-Lac, DEUX-MONTAGNES, 2,691	P	27
Saint-Jovite, TERREBONNE, 3,744	N	6
Saint-Jude, SAINT-HYACINTHE, 1,095	N	32
Saint-Justin, MASKINONGE, 1,209	N	12
Saint-Lambert, CHAMBLY, 20,030	P	30
Saint-Lambert-de-Lauzon, LEVIS, 3,611	F	17
Saint-Laurent, Ile Orleans MONTMORENCY NO. 2, 1,406	D	18
Saint-Laurent, ILE-DE-MONTREAL 67,002	E	12
Saint-Lazare, BELLECHASSE, 1,289	L	20
Saint-Lazare, VAUDREUIL, 5,064	Q	26
Saint-Leonard, ILE-DE-MONTREAL 75,947	C	13
Saint-Leon-Le-Grande, MATAPEDIA, 1,277	E	25
Saint-Leon-De-Standon, DORCHESTER 1,382	M	20
Saint-Leon-Le-Grand, MATAPEDIA, 1,277	E	25
Saint-Leonard-d'Aston, NICOLET, 1,027	O	14
Saint-Liboire, BAGOT, 1,245	Q	12
Saint-Liguori, MONTCALM, 1,386	L	29
Saint-Lin, L'ASSOMPTION, 5,398	M	28
Saint-Louis-De-France, CHAMPLAIN 5,579	M	13
Saint-Louis-de-Gonzague BEAUHARNOIS, 1,387	S	26
Saint-Louis-de-Ha! Ha!, TEMISCOUATA 1,520	G	23
Saint-Louis-de-Pintendre, LEVIS, 4,001	E	18
Saint-Luc, SAINT-JEAN, 10,951	O	30
Saint-Malachie, DORCHESTER, 1,270	M	20
Saint-Malachie-D'Ormstown CHATEAUGUAY, 2,041	S	27
Saint-Marc-Des-Carrieres, PORTNEUF 2,804	L	15
Saint-Marc-Sur-Richelieu, VERCHERES 1,641	O	31
Sainte-Marguerite-Du-Lac-Masson TERREBONNE, *1,580*	L	26
Saint-Martin, BEAUCE, 2,446	P	20
Saint-Mathias, ROUVILLE, 3,065	P	31
Saint-Mathieu-de-Beloeil, VERCHERES 1,783	O	31
Saint-Maurice, CHAMPLAIN, 2,157	M	14
Saint-Michel, BELLECHASSE, 1,689	K	19
Saint-Michel, NAPIERVILLE, 1,739	R	29
Saint-Michel-Des-Saints, BERTHIER, *2,021*	M	10
Saint-Michel-de-Rougemont, ROUVILLE 1,186	Q	32
Saint-Michel-du-Squatec, TEMISCOUATA 1,467	F	23
Saint-Michel-D'Yamaska, YAMASKA 1,018	O	12
Saint-Narcisse, CHAMPLAIN, 1,935	L	14
Saint-Narcisse, RIMOUSKI, 1,011	F	24
Saint-Narcisse-de-Beaurivage LOTBINIERE, 1,048	M	18
Saint-Nicephore, DRUMMOND, *6,537*	P	14
Saint-Nicholas, LEVIS, 6,123	E	17
Saint-Odilon-de-Cranbourne DORCHESTER, 1,529	N	20
Saint-Omer, BONAVENTURE, 1,341	E	28
Saint-Ours, RICHELIEU, 1,002	M	32
Saint-Pamphile, L'ISLET, 3,224	J	21
Saint-Pascal, KAMOURASKA, 2,718	H	21
Saint-Patrice, RIVIERE-DU-LOUP, 3,021	G	22
Saint-Patrice-de-Sherrington NAPIERVILLE, 1,916	S	29
Saint-Paul D'Abbotsford, ROUVILLE 2,666	R	12
Saint-Paul-de-L'Ile-Aux-Noix SAINT-JEAN, 1,577	S	31
Saint-Philippe, LAPRAIRIE, 3,357	Q	30
Saint-Philippe-de-Neri, KAMOURASKA, 1,052	H	21
Saint-Pierre, Ile Orleans, MONTMORENCY NO. 2, 1,892	D	18
Saint-Pierre, ILE-DE-MONTREAL, 4,944	E	13
Saint-Pierre-de-Sorel, RICHELIEU, 5,098	L	32
Saint-Pie, BAGOT, 2,234	R	12
Saint-Polycarpe, SOULANGES, 1,021	R	25
Saint-Prime, LAC-SAINT-JEAN-OUEST *2,499*	K	6
Saint-Prosper, DORCHESTER, *3,646*	N	21
Saint-Raphael, BELLECHASSE, 1,279	K	20
Saint-Raphael-de-L'Ile-Bizard, ILE-DE-MONTREAL, 8,535	E	10
Saint-Raymond, PORTNEUF, 4,416	J	16
Saint-Redempteur, LEVIS, 5,033	F	17
Saint-Remi, NAPIERVILLE, 5,288	R	29
Saint-Rene-de-Matane, MATANE, *1,189*	C	26
Saint-Robert, RICHELIEU, 1,846	L	31
Saint-Roch, RICHELIEU, 1,598	M	30
Saint-Roch-de-L'Achigan L'ASSOMPTION, 3,535	M	29
Saint-Roch-de-Richelieu, RICHELIEU 1,598	M	32
Saint-Romuald-D'Etchemin, LEVIS, 9,953	E	18
Saint-Sauveur, TERREBONNE, 1,623	M	26
Saint-Sauveur-Des-Monts, TERREBONNE 2,485	M	26
Saint-Severin, CHAMPLAIN, 1,028	K	14
Saint-Simeon, CHARLEVOIX-EST, 1,074	F	21
Saint-Simon, BAGOT, 1,163	P	13
Saint-Stanislas-De-Kostka BEAUHARNOIS, 1,455	S	26
Saint-Sulpice, L'ASSOMPTION, 1,969	M	31
Saint-Theodore-D'Acton, BAGOT, 1,533	Q	13
Saint-Thomas, JOLIETTE, 2,689	L	31
Saint-Thomas-D'Aquin, SAINT-HYACINTHE, 3,004	O	32
Saint-Timothee, BEAUHARNOIS, 5,381	R	26
Saint-Timothee, CHAMPLAIN, 2,073	K	13
Saint-Tite, CHAMPLAIN, 2,831	K	13
Saint-Urbain, CHARLEVOIX-OUEST, 1,656	H	19
Saint-Urbain-Premier, CHATEAUGUAY 1,151	S	28
Saint-Victor, BEAUCE, 1,105	N	19
Saint-Zacharie, BEAUCE, 1,211	O	21
Saint-Zotique, SOULANGES, 2,025	R	25
Salaberry-De-Valleyfield, BEAUHARNOIS 27,942	R	26
Sayabec, MATAPEDIA, *2,308*	D	25
Senneterre, ABITIBI, 4,017	T	4
Senneville, ILE-DE-MONTREAL, 1,101	F	10
Sept-Isles, SAGUENAY, 25,637	G	6
Shawinigan, SAINT-MAURICE, 21,470	L	13
Shawinigan-Sud, CHAMPLAIN, 11,412	L	13
Shawville, PONTIAC, 1,575	N	3
Sherbrooke, SHERBROOKE, 74,438	R	15
Sillery, QUEBEC, 12,784	E	17
Sorel, RICHELIEU, 19,522	L	32
Stanstead Plain, STANSTEAD, 1,060	T	15
Sutton, BROME, 1,602	T	13
Temiscaming, TEMISCAMINGUE, 2,071	L	2
Terrebonne, TERREBONNE, 31,310	O	29
Thetford Mines, MEGANTIC, 18,561	O	18
Thurso, PAPINEAU, 2,578	P	3
Tingwick, ARTHABASKA, 1,307	P	15
Tracy, RICHELIEU, 12,546	L	32
Tres-Saint-Sacrement, CHATEAUGUAY 1,362	S	27
Tring-Jonction, BEAUCE, 1,333	N	19
Trois-Pistoles, RIVIERE-DU-LOUP, 4,290	F	22
Trois-Rivieres, SAINT-MAURICE, 50,122	M	13
Trois-Rivieres-Ouest, SAINT-MAURICE 15,538	M	13
Valcourt, SHEFFORD, 2,501	R	14
Vallee-Jonction, BEAUCE, 1,171	N	19
Val-Belair, QUEBEC, 13,105	D	16
Val-David, TERREBONNE, 2,497	L	26
Val-D'Or, ABITIBI, 22,252	K	3
Vanier, QUEBEC, 10,208	E	17
Varennes, VERCHERES, 10,489	O	30
Vaudreuil, VAUDREUIL, 8,253	Q	26
Vercheres, VERCHERES, *4,530*	N	31
Verdun, ILE-DE-MONTREAL, 60,246	E	13
Victoriaville, ARTHABASKA, 21,587	O	15
Ville-Marie, TEMISCAMINGUE, 2,621	L	1
Warwick, ARTHABASKA, 2,807	O	15
Waterloo, SHEFFORD, 4,265	R	13
Waterville, COMPTON, 1,350	S	16
Weedon-Centre, WOLFE, 1,204	Q	17
Westmount, ILE-DE-MONTREAL, 20,011	E	13
Windsor, RICHMOND, 4,850	Q	15
Yamachiche, SAINT-MAURICE, 1,251	N	12

284a

OVERSIZE FOLDOUT(S) FOUND HERE IN THE PRINTED EDITION OF THIS VOLUME ARE FOUND FOLLOWING THE LAST PAGE OF TEXT IN THIS MICROFICHE EDITION.

SEE FOLDOUT NO 2

COUNTIES AND TOWNS

The following lists counties then towns and counties - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000 + (Census) population.

ONTARIO

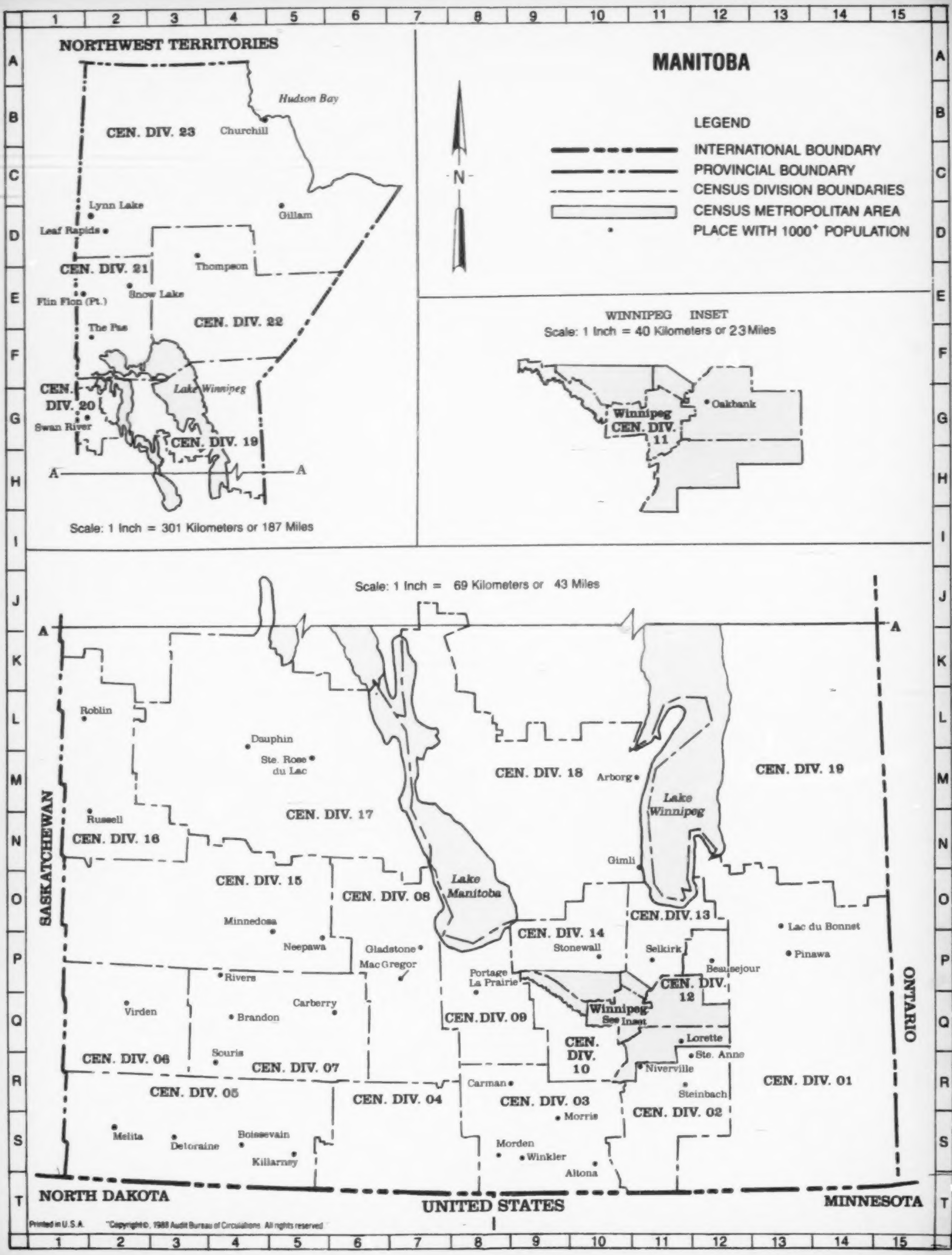
9,101,694

ALGOMA	131,841	D	12
BRANT	106,267	R	16
BRUCE	58,848	M	14
COCHRANE	93,712	E	6
DUFFERIN	36,635	O	17
DURHAM	326,179	I	10
ELGIN	70,335	S	13
ESSEX	316,362	T	8
FRONTENAC	115,221	M	27
GREY	74,759	M	16
HALDIMAND-NORFOLK	90,121	S	16
HALIBURTON	11,961	K	22
HALTON	271,389	L	5
HAMILTON-WENTWORTH	423,398	M	4
HASTINGS	109,352	O	25
HURON	55,996	O	13
KENORA	52,834	C	4
KENT	106,732	T	11
LAMBTON	124,592	R	11
LANARK	49,649	L	28
LEEDS & GRENVILLE	84,582	N	29
LENNOX & ADDINGTON	34,354	O	26
MANITOULIN	9,823	G	13
MIDDLESEX	332,471	R	13
MUSKOKA	40,235	K	20
NIAGARA	370,132	P	8
NIPISSING	79,004	G	22
NORTHUMBERLAND	67,704	O	23
OTTAWA-CARLETON	606,639	K	29
OXFORD	85,364	R	15
PARRY SOUND	33,828	I	19
PEEL	592,169	K	6
PERTH	66,608	P	14
PETERBOROUGH	105,056	N	23
PRESCOTT & RUSSELL	57,620	K	32
PRINCE EDWARD	22,427	P	25
RAINY RIVER	22,871	F	2
RENFREW	88,965	J	26
SIMCOE	238,408	M	19
STORMONT, DUNDAS & GLENGARRY	102,262	L	32
SUDBURY DISTRICT	25,771	C	16
SUDBURY REGIONAL MUNICIPALITY	152,476	D	16
THUNDER BAY	155,673	E	4
TIMISKAMING	40,307	F	7
TORONTO	2,192,721	K	8
VICTORIA	52,599	M	21
WATERLOO	329,404	L	2
WELLINGTON	139,436	O	16
YORK	350,602	J	7

Ajax, DURHAM, 36,550	K	9
Alexandria, STORMONT, DUNDAS & GLENGARRY 3,246	L	33
Alfred, PRESCOTT & RUSSELL, 1,050	K	32
Alliston, SIMCOE, 4,844	N	18
Almonte, LANARK, 4,122	L	28
Amherstburg, ESSEX, 8,413	T	8
Ancaster, HAMILTON-WENTWORTH, 17,264	N	4
Arnprior, RENFREW, 6,022	K	28
Arthur, WELLINGTON, 1,842	O	16
Atikokan, RAINY RIVER, *4,345*	F	2
Aurora, YORK, 20,905	J	8
Aylmer, ELGIN, 5,248	S	14
Bancroft, HASTINGS, 2,363	L	24
Barrie, SIMCOE, 48,287	M	19
Barry's Bay, RENFREW, 1,141	J	25
Bath, LENNOX & ADDINGTON 1,045	O	26
Beeton, SIMCOE, 2,154	O	18
Belle River, ESSEX, 3,797	T	9
Belleville, HASTINGS, 36,041	O	25
Belmont, ELGIN, 1,011	S	14
Blenheim, KENT, 4,382	T	11
Blind River, ALGOMA, 3,553	E	12
Bobcaygeon, VICTORIA, 1,785	N	21
Bourget, PRESCOTT & RUSSELL 1,057	K	31
Bracebridge, MUSKOKA, 9,811	K	20
Bradford, SIMCOE, 8,825	O	19
Brampton, PEEL, 188,498	J	6
Brantford, BRANT, 76,146	R	16
Brighton, NORTHUMBERLAND 3,595	P	24
Brockville, LEEDS & GRENVILLE 20,880	N	29
Burlington, HALTON, 116,675	M	5
Cabden, RENFREW, 1,028	J	27
Caledon, PEEL, 29,666	I	5
Cambridge, WATERLOO, 79,920	K	2
Campbellford, NORTHUMBERLAND 3,505	O	24
Capreol, SUDBURY REG. MUNIC. 3,765	D	17
Cardinal, LEEDS & GRENVILLE, 1,639	M	30
Carleton Place, LANARK, 6,520	L	29
Casselman, PRESCOTT & RUSSELL 1,875	K	31
Chatham, KENT, 42,211	T	11
Chesley, BRUCE, 1,841	M	15
Chesterville, STORMONT, DUNDAS & GLENGARRY, 1,498	L	31
Clinton, HURON, 3,124	P	13
Cobalt, TIMISKAMING, 1,640	G	7
Cobourg, NORTHUMBERLAND 13,197	P	23
Cochrane, COCHRANE, 4,662	E	6
Colborne, NORTHUMBERLAND 1,849	P	23
Coldwater, SIMCOE, 1,028	L	19
Collingwood, SIMCOE, 12,172	M	17
Cookstown, SIMCOE, 1,027	N	18
Cornwall, STORMONT, DUNDAS & GLENGARRY 46,425	L	32
Creemore, SIMCOE, 1,190	N	18
Deep River, RENFREW, 4,602	H	25
Deseronto, HASTINGS, 1,881	O	26
Dresden, KENT, 2,573	S	11
Dryden, KENORA, 6,462	E	2
Dundalk, GREY, 1,295	N	16
Dundas, HAMILTON-WENTWORTH 20,118	M	4
Dunnville, HALDIMAND-NORFOLK 11,589	S	18
Durham, GREY, 2,517	N	15
Dutton, ELGIN, 1,094	S	12
Earleton, TIMISKAMING, *1,413*	G	7
East Gwillimbury, YORK, 14,644	H	8
East York, TORONTO METRO 101,085	K	8
Eganville, RENFREW, 1,241	J	26
Elliot Lake, ALGOMA, 17,984	E	12
Elmvale, SIMCOE, 1,476	M	19
Elora, WELLINGTON, 2,799	P	16
Englehart, TIMISKAMING, 1,740	G	7
Erin, WELLINGTON, 2,320	P	17
Espanola, SUDBURY DISTRICT 5,491	F	15
Essex, ESSEX, 6,134	T	8
Etobicoke, TORONTO METRO 302,973	K	7
Exeter, HURON, 3,769	Q	13
Fenelon Falls, VICTORIA, 1,797	N	21
Fergus, WELLINGTON, 6,272	P	16
Flamborough, HAMILTON-WENTWORTH, 26,142	M	3
Forest, LAMBTON, 2,658	Q	11
Fort Erie, NIAGARA, 23,253	Q	9
Fort Frances, RAINY RIVER, 8,870	E	2
Frankford, HASTINGS, 2,040	O	24
Gananoque, LEEDS & GRENVILLE 4,939	O	28
Geraldton, THUNDER BAY 2,882	E	4
Glencoe, MIDDLESEX, 1,693	S	12
Gloucester, OTTAWA-CARLETON 89,810	S	31
Goderich, HURON, 7,352	O	13
Grand Valley, DUFFERIN, 1,178	O	17
Gravenhurst, MUSKOKA, 8,926	L	20
Grimsby, NIAGARA, 16,956	O	5
Guelph, WELLINGTON, 78,235	Q	17
Haileybury, TIMISKAMING, 4,820	G	7
Haldimand, HALDIMAND-NORFOLK, 17,701	S	17
Haliburton, HALIBURTON, *1,878*	K	22
Halton Hills, HALTON, 35,570	K	5
Hamilton, HAMILTON-WENTWORTH, 306,728	N	5
Hanover, GREY, 6,414	N	15
Harriston, WELLINGTON, 1,993	O	15
Harrow, ESSEX, 2,334	U	8
Hastings, NORTHUMBERLAND, 1,055	N	24
Havelock, PETERBOROUGH, 1,381	N	23
Hawkesbury, PRESCOTT & RUSSELL 9,710	K	33
Hearst, COCHRANE, 5,559	E	5
Hensall, HURON, 1,089	P	13
Hillsburgh, WELLINGTON, *1,267*	P	17
Huntsville, MUSKOKA, 12,131	J	20
Huron Park, HURON, *1,074*	Q	13
Ingersoll, OXFORD, 8,451	R	14
Ingleside, STORMONT, DUNDAS & GLENGARRY, *1,446*	M	31
Iroquois Falls, COCHRANE, 6,191	E	7
Iroquois, STORMONT, DUNDAS & GLENGARRY, 1,178	M	31
Kanata, OTTAWA-CARLETON 27,519	S	30
Kapuskasing, COCHRANE, 11,378	E	6
Keewatin, KENORA, 1,954	E	1
Kemptville, LEEDS & GRENVILLE 2,597	M	30
Kenora, KENORA, 9,621	E	1
Kincardine, BRUCE, 5,852	M	13
Kingston, FRONTENAC, 55,050	O	27
Kingsville, ESSEX, 5,382	U	9
Kirkland Lake, TIMISKAMING 11,604	F	7
Kitchener, WATERLOO, 150,604	K	2
Lakefield, PETERBOROUGH, 2,414	N	22
Leamington, ESSEX, 12,828	U	9
Lincoln, NIAGARA, 14,391	O	7
Lindsay, VICTORIA, 14,455	N	22
Listowel, PERTH, 5,107	O	15
Little Current, MANITOULIN, 1,463	G	14
London, MIDDLESEX, 269,140	R	14
Longlac, THUNDER BAY, 2,339	E	4
Lucan, MIDDLESEX, 1,728	Q	13
Lucknow, BRUCE, 1,062	N	13
L'Original, PRESCOTT & RUSSELL 1,914	J	33
Madoc, HASTINGS, 1,255	N	25
Markdale, GREY, 1,226	M	16
Markham, YORK, 114,597	J	9
Marmora, HASTINGS, 1,430	N	24
Massey, SUDBURY DISTRICT, 1,257	F	14
Mattawa, NIPISSING, 2,535	G	22
Meaford, GREY, 4,382	L	16
Midland, SIMCOE, 12,092	L	18
Milton, HALTON, 32,037	L	5
Milverton, PERTH, 1,557	P	15
Mississauga, PEEL, 374,005	L	6
Mitchell, PERTH, 2,992	P	14
Morrisburg, STORMONT, DUNDAS & GLENGARRY, 2,531	M	31
Mount Albert, YORK, *1,894*	I	9
Mount Forest, WELLINGTON, 3,594	O	15
Munster, OTTAWA-CARLETON *1,544*	T	30
Nanticoke, HALDIMAND-NORFOLK 20,202	S	17
Napanee, LENNOX & ADDINGTON 4,803	O	26
Nepean, OTTAWA-CARLETON 95,490	S	30
New Liskeard, TIMISKAMING 5,286	G	7
Newcastle, DURHAM, 34,073	J	11
Newmarket, YORK, 34,923	J	8
Niagara Falls, NIAGARA, 72,107	P	9
Niagara-on-the-Lake, NIAGARA 12,494	O	9
Nickel Centre, SUDBURY REG MUNIC., 11,469	E	17
North Bay, NIPISSING, 50,523	F	21
North York, TORONTO METRO 556,297	K	8
Norwood, PETERBOROUGH, 1,265	N	23
Oakville, HALTON, 87,107	L	6
Onaping Falls, SUDBURY REG MUNIC., 5,619	D	16
Orangeville, DUFFERIN, 14,440	O	17
Orillia, SIMCOE, 24,077	M	19
Oshawa, DURHAM, 123,651	K	10
Ottawa, OTTAWA-CARLETON 300,763	S	31
Owen Sound, GREY, 19,804	L	16
Paisley, BRUCE, 1,031	M	14
Palmerston, WELLINGTON, 2,056	O	15
Paris, BRANT, 7,898	R	16
Parkhill, MIDDLESEX, 1,380	Q	12
Parry Sound, PARRY SOUND, 5,977	J	18
Pelham, NIAGARA, 12,137	P	7
Pembroke, RENFREW, 14,131	I	25
Penetanguishene, SIMCOE, 5,576	L	18
Perth, LANARK, 5,673	M	28
Petawawa, RENFREW, 5,580	H	26
Peterborough, PETERBOROUGH 61,049	O	22
Petrolia, LAMBTON, 4,347	R	11
Pickering, DURHAM, 48,959	K	9
Picton, PRINCE EDWARD, 4,235	P	25
Point Edward, LAMBTON, 2,291	R	10
Port Colborne, NIAGARA, 18,281	Q	8
Port Elgin, BRUCE, 6,208	M	14
Port Hope, NORTHUMBERLAND 10,281	P	22
Port McNicoll, SIMCOE, 1,804	L	18
Port Stanley, ELGIN, 1,926	S	13
Powassan, PARRY SOUND, 1,112	G	20
Prescott, LEEDS & GRENVILLE, 4,583	N	30
Rayside-Balfour, SUDBURY REG. MUNIC., 14,231	D	16
Red Lake, KENORA, *2,065*	D	1
Renfrew, RENFREW, 8,314	K	27
Richmond Hill, YORK, 46,766	J	8
Ridgetown, KENT, 3,140	T	11
Rockcliffe Park, OTTAWA-CARLETON, 2,033	S	31
Rockland, PRESCOTT & RUSSELL 4,894	K	31
Rodney, ELGIN, 1,020	T	12
Russell, PRESCOTT & RUSSELL *1,255*	K	31
Sarnia, LAMBTON, 49,033	R	10
Sault Ste. Marie, ALGOMA 80,905	D	8
Scarborough, TORONTO METRO, 484,676	K	8
Seaforth, HURON, 2,148	P	13
Sharon, YORK, *1,646*	I	8
Shelburne, DUFFERIN, 2,981	N	17
Simcoe, HALDIMAND-NORFOLK, 14,290	S	16
Sioux Lookout, KENORA 3,098	E	2
Smith Falls, LANARK, 9,163	M	28
Smooth Rock Falls COCHRANE, 2,208	E	6
South River, PARRY SOUND 1,072	H	20
Southampton, BRUCE, 2,725	L	14
Stayner, SIMCOE, 2,868	M	18
Stirling, HASTINGS, 1,851	O	24
Stoney Creek, HAMILTON-WENTWORTH, 43,554	N	5
Stony Point, ESSEX, *1,074*	T	9
Stratford, PERTH, 26,451	Q	15
Strathroy, MIDDLESEX, 9,045	R	12
Sturgeon Falls, NIPISSING 5,895	F	19
St. Catharines, NIAGARA 123,455	O	8
St. Clair Beach, ESSEX, 3,152	T	8
St. Jacobs, WATERLOO, *1,525*	J	2
St. Marys, PERTH, 5,069	Q	14
St. Thomas, ELGIN, 28,851	S	13
Sudbury, SUDBURY REG. MUNIC., 88,717	E	17
Tecumseh, ESSEX, 7,731	T	8
Thessalon, ALGOMA, 1,522	D	10
Thornbury, GREY, 1,499	L	16
Thorold, NIAGARA, 16,131	P	8
Thunder Bay, THUNDER BAY 112,272	F	4
Tilbury, KENT, 4,188	T	10
Tillsonburg, OXFORD, 10,745	S	15
Timmins, COCHRANE, 46,657	F	6
Toronto, TORONTO METRO 612,289	K	8
Tottenham, SIMCOE, 2,958	O	18
Trenton, HASTINGS, 15,311	O	24
Tweed, HASTINGS, 1,550	N	25

Valley East, SUDBURY REG. MUNIC., 19,233	D	17
Vanier, OTTAWA-CARLETON 18,426	S	31
Vankleek Hill, PRESCOTT & RUSSELL, 1,775	K	33
Vaughan, YORK, 65,058	J	7
Victoria Harbour, SIMCOE 1,168	L	19
Walden, SUDBURY REG. MUNIC., 9,442	E	16
Walkerton, BRUCE, 4,725	N	14
Wallaceburg, KENT, 11,367	S	10
Wasaga Beach, SIMCOE, 5,124	M	18
Waterloo, WATERLOO, 58,218	K	1
Watford, LAMBTON, 1,516	R	12
Welland, NIAGARA, 45,054	P	8
Wellington, PRINCE EDWARD 1,205	P	25
West Lorne, ELGIN, 1,360	S	12
Wheatley, KENT, 1,555	U	10
Whitby, DURHAM, 45,819	K	10
Whitchurch-Stouffville, YORK 15,136	J	9
White River, ALGOMA, *1,132*	F	5
Wiarton, BRUCE, 2,054	K	15
Winchester, STORMONT, DUNDAS & GLENGARRY, 2,180	L	31
Windsor, ESSEX, 193,111	T	8
Wingham, HURON, 2,952	O	14
Woodstock, OXFORD, 26,386	R	15
Wyoming, LAMBTON, 1,796	R	11
York, TORONTO METRO 135,401	K	7

MANITOBA


LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARY
CENSUS DIVISION BOUNDARIES
CENSUS METROPOLITAN AREA
PLACE WITH 1000⁺ POPULATION
N
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
NORTHWEST TERRITORIES
Hudson Bay
CEN. DIV. 23
Churchill
Lynn Lake
Gillam
Leaf Rapids
CEN. DIV. 21
Thompson
Flin Flon (Pt.)
Snow Lake
CEN. DIV. 22
The Pas
CEN. DIV. 20
Lake Winnipeg
Swan River
CEN. DIV. 19
A
A
Scale: 1 Inch = 301 Kilometers or 187 Miles
WINNIPEG INSET
Scale: 1 Inch = 40 Kilometers or 23 Miles
Oakbank
Winnipeg CEN. DIV. 11
Scale: 1 Inch = 69 Kilometers or 43 Miles
A
A
Roblin
Dauphin
Ste. Rose du Lac
CEN. DIV. 18
Arborg
CEN. DIV. 19
Lake Winnipeg
Russell
CEN. DIV. 17
CEN. DIV. 16
SASKATCHEWAN
Gimli
CEN. DIV. 15
Lake Manitoba
CEN. DIV. 08
CEN. DIV. 13
Lac du Bonnet
Minnedosa
CEN. DIV. 14
Neepawa
Gladstone
Stonewall
Selkirk
Pinawa
MacGregor
Beausejour
Rivers
Portage La Prairie
CEN. DIV. 12
ONTARIO
Virden
Carberry
Brandon
CEN. DIV. 09
Winnipeg See Inset
Lorette
Souris
CEN. DIV. 10
CEN. DIV. 06
CEN. DIV. 07
Ste. Anne
Niverville
CEN. DIV. 05
Carman
CEN. DIV. 01
CEN. DIV. 04
CEN. DIV. 03
Steinbach
Morris
CEN. DIV. 02
Melita
Deloraine
Boissevain
Morden
Winkler
Killarney
Altona
NORTH DAKOTA
UNITED STATES
MINNESOTA

Printed in U.S.A. "Copyright ©, 1988 Audit Bureau of Circulations All rights reserved"

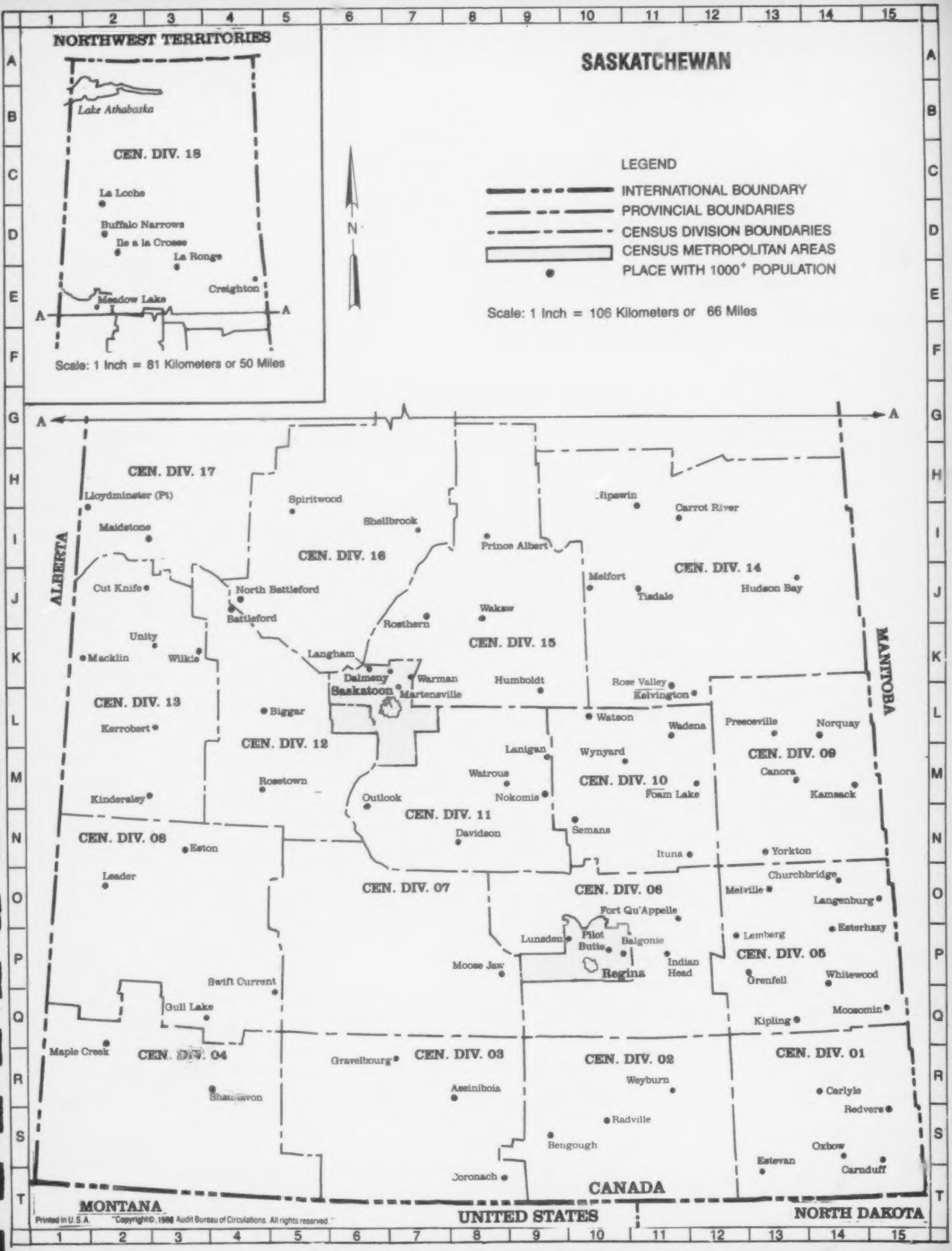
CENSUS DIVISIONS AND TOWNS

The following lists census divisions then towns and census divisions - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000+ (Census) population.

MANITOBA
1,063,016

CEN. DIV. 01	16,262	Q	13
CEN. DIV. 02	40,368	R	11
CEN. DIV. 03	38,422	S	9
CEN. DIV. 04	11,469	S	8
CEN. DIV. 05	16,495	S	3
CEN. DIV. 06	11,176	Q	2
CEN. DIV. 07	57,112	Q	5
CEN. DIV. 08	13,226	P	7
CEN. DIV. 09	23,236	Q	8
CEN. DIV. 10	7,334	Q	10
CEN. DIV. 11	594,551	G	11
CEN. DIV. 12	15,859	Q	11
CEN. DIV. 13	33,619	P	11
CEN. DIV. 14	14,713	P	10
CEN. DIV. 15	23,818	O	3
CEN. DIV. 16	10,577	M	2
CEN. DIV. 17	26,522	M	5
CEN. DIV. 18	22,005	N	9
CEN. DIV. 19	9,125	L	14
CEN. DIV. 20	12,256	G	2
CEN. DIV. 21	24,068	E	2
CEN. DIV. 22	30,544	E	4
CEN. DIV. 23	10,259	C	3

Altona, CEN. DIV. 03, 2,958	S	1[illegible]
Arborg, CEN. DIV. 18, 1,018	M	[illegible]
Beausejour, CEN. DIV. 12, 2,535	P	12
Boissevain, CEN. DIV. 05, 1,572	S	4
Brandon, CEN. DIV. 07, 38,708	O	4
Carberry, CEN. DIV. 07, 1,544	Q	6
Carman, CEN. DIV. 03, 2,500	R	9
Churchill, CEN. DIV. 23, 1,217	B	4
Dauphin, CEN. DIV. 17, 8,875	L	4
Deloraine, CEN. DIV. 05, 1,134	S	3
Flin Flon (pt), CEN. DIV. 21, 7,243	E	1
Gillam, CEN. DIV. 23, 1,909	D	5
Gimli, CEN. DIV. 18, 1,681	N	11
Gladstone, CEN. DIV. 08, 951	P	7
Killarney, CEN. DIV. 05, 2,318	S	5
Lac du Bonnet, CEN. DIV. 01, 1,021	P	13
Leaf Rapids, CEN. DIV. 23, 1,950	D	2
Lorette, CEN. DIV. 02, *1,169*	Q	11
Lynn Lake, CEN. DIV. 23, 1,665	D	2
MacGregor, CEN. DIV. 08, 854	P	7
Melita, CEN. DIV. 05, 1,239	S	2
Minnedosa, CEN. DIV. 15, 2,520	O	5
Morden, CEN. DIV. 03, 5,004	S	8
Morris, CEN. DIV. 03, 1,613	S	9
Neepawa, CEN. DIV. 15, 3,314	P	5
Niverville, CEN. DIV. 02, 1,452	R	11
Oakbank, CEN. DIV. 12, *1,545*	C	13
Pinawa, CEN. DIV. 01, 2,078	P	13
Portage La Prairie, CEN. DIV. 09, 13,198	P	8
Rivers, CEN. DIV. 07, 1,157	P	4
Roblin, CEN. DIV. 16, 1,913	L	2
Russell, CEN. DIV. 16, 1,669	M	2
Selkirk, CEN. DIV. 13, 10,013	P	11
Snow Lake, CEN. DIV. 21, 1,837	E	2
Souris, CEN. DIV. 07, 1,751	R	4
Ste. Anne, CEN. DIV. 02, 1,402	R	11
Ste. Rose Du Lac, CEN. DIV. 17, 1,030	M	5
Steinbach, CEN. DIV. 02, 7,473	R	11
Stonewall, CEN. DIV. 14, 2,349	P	10
Swan River, CEN. DIV. 20, 3,946	G	2
The Pas, CEN. DIV. 21, 6,283	F	2
Thompson, CEN. DIV. 22, 14,701	D	3
Virden, CEN. DIV. 06, 3,054	Q	2
Winkler, CEN. DIV. 03, 5,926	S	9
Winnipeg, CEN. DIV. 11, 594,551	G	11


SASKATCHEWAN
NORTHWEST TERRITORIES
Lake Athabaska
CEN. DIV. 18
La Loche
Buffalo Narrows
Ile a la Crosse
La Ronge
Creighton
Meadow Lake
Scale: 1 Inch = 81 Kilometers or 50 Miles
LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARIES
CENSUS DIVISION BOUNDARIES
CENSUS METROPOLITAN AREAS
PLACE WITH 1000+ POPULATION
Scale: 1 Inch = 106 Kilometers or 66 Miles
N
A
ALBERTA
MANITOBA
MONTANA
UNITED STATES
CANADA
NORTH DAKOTA
CEN. DIV. 17
Lloydminster (Pt)
Maidstone
Cut Knife
Unity
Macklin
Wilkie
CEN. DIV. 16
Spiritwood
Shellbrook
North Battleford
Battleford
CEN. DIV. 15
Prince Albert
Wakaw
Rosthern
Langham
Dalmeny
Warman
Saskatoon
Martensville
Humboldt
CEN. DIV. 14
Nipawin
Carrot River
Melfort
Tisdale
Hudson Bay
Rose Valley
Kelvington
CEN. DIV. 13
Kerrobert
Kindersley
CEN. DIV. 12
Biggar
Rosetown
CEN. DIV. 11
Outlook
Watrous
Nokomis
Lanigan
Davidson
CEN. DIV. 10
Watson
Wadena
Wynyard
Foam Lake
Semans
Ituna
CEN. DIV. 09
Preeceville
Norquay
Canora
Kamsack
Yorkton
CEN. DIV. 08
Eston
Leader
CEN. DIV. 07
Moose Jaw
CEN. DIV. 06
Fort Qu'Appelle
Lumsden
Pilot Butte
Balgonie
Regina
Indian Head
Churchbridge
Melville
Langenburg
Esterhazy
Lemberg
CEN. DIV. 05
Grenfell
Whitewood
Moosomin
Kipling
Swift Current
Gull Lake
CEN. DIV. 04
Maple Creek
Shaunavon
CEN. DIV. 03
Gravelbourg
Assiniboia
Coronach
CEN. DIV. 02
Weyburn
Radville
Bengough
CEN. DIV. 01
Carlyle
Redvers
Oxbow
Estevan
Carnduff
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
A B C D E F G H I J K L M N O P Q R S T

Printed in U.S.A. "Copyright©, 1988 Audit Bureau of Circulations. All rights reserved."

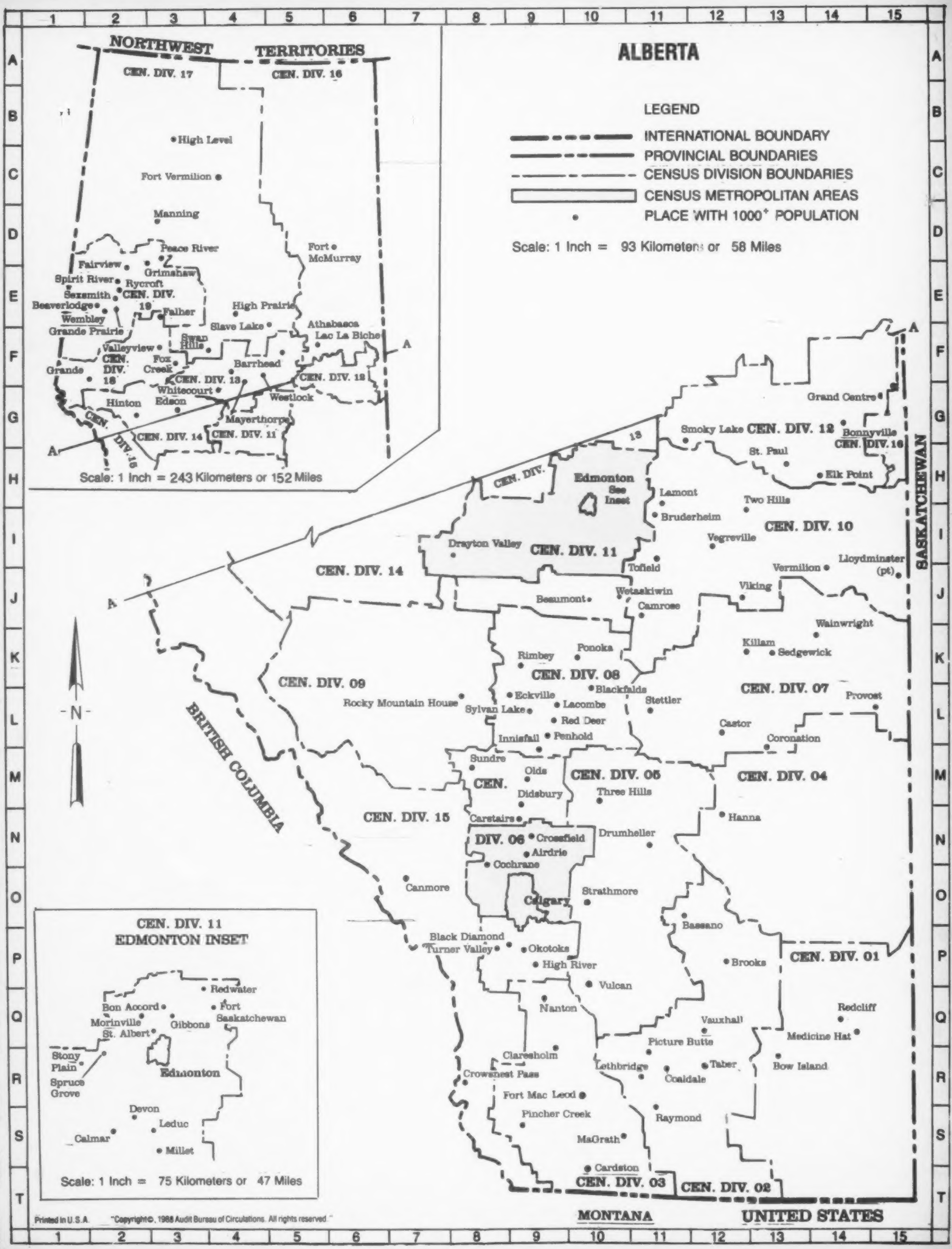
CENSUS DIVISIONS AND TOWNS

The following lists census divisions then towns and census divisions - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000 + (Census) population.

SASKATCHEWAN
1,009,613

CEN. DIV. 01	33,813	S	14
CEN. DIV. 02	26,491	S	10
CEN. DIV. 03	19,392	S	7
CEN. DIV. 04	14,058	R	3
CEN. DIV. 05	40,315	P	14
CEN. DIV. 06	213,800	P	10
CEN. DIV. 07	53,706	P	7
CEN. DIV. 08	35,723	O	3
CEN. DIV. 09	43,455	M	13
CEN. DIV. 10	24,487	M	11
CEN. DIV. 11	287,231	M	8
CEN. DIV. 12	25,867	M	5
CEN. DIV. 13	28,656	L	2
CEN. DIV. 14	46,932	J	12
CEN. DIV. 15	82,258	J	8
CEN. DIV. 16	40,314	I	6
CEN. DIV. 17	37,775	H	3
CEN. DIV. 18	25,340	C	3

Assiniboia, CEN. DIV. 03, 3,001	R	8
Balgonie, CEN. DIV. 06, 901	P	10
Battleford, CEN. DIV. 12, 3,833	J	4
Bengough, CEN. DIV. 02, 569	S	9
Biggar, CEN. DIV. 12, 2,626	L	4
Buffalo Narrows, CEN. DIV. 18, 1,183	D	2
Canora, CEN. DIV. 09, 2,602	M	13
Carlyle, CEN. DIV. 01, 1,172	R	14
Carnduff, CEN. DIV. 01, 1,090	T	15
Carrot River, CEN. DIV. 14, 1,101	I	11
Churchbridge, CEN. DIV. 05, 1,035	O	14
Coronach, CEN. DIV. 03, 1,006	T	8
Creighton, CEN. DIV. 18, 1,620	E	4
Cut Knife, CEN. DIV. 13, 583	J	3
Dalmeny, CEN. DIV. 11, 1,328	K	7
Davidson, CEN. DIV. 11, 1,183	N	8
Esterhazy, CEN. DIV. 05, 3,083	R	14
Estevan, CEN. DIV. 01, 10,161	T	13
Eston, CEN. DIV. 08, 1,383	N	3
Foam Lake, CEN. DIV. 10, 1,535	M	12
Fort Qu'Appelle, CEN. DIV. 06, 1,915	O	11
Gravelbourg, CEN. DIV. 03, 1,305	R	7
Grenfell, CEN. DIV. 05, 1,274	P	13
Gull Lake, CEN. DIV. 08, 1,164	Q	3
Hudson Bay, CEN. DIV. 14, 2,133	J	13
Humboldt, CEN. DIV. 15, 5,089	L	9
Ile la Crosse, CEN. DIV. 18, 1,030	D	2
Indian Head, CEN. DIV. 06, 1,886	P	11
Ituna, CEN. DIV. 10, 902	N	12
Kamsack, CEN. DIV. 09, 2,565	M	14
Kelvington, CEN. DIV. 14, 1,084	L	12
Kerrobert, CEN. DIV. 13, 1,288	L	3
Kindersley, CEN. DIV. 13, 4,912	M	3
Kipling, CEN. DIV. 05, 1,033	Q	13
La Loche, CEN. DIV. 18, 1,623	C	2
La Ronge, CEN. DIV. 18, 2,696	E	3
Langenburg, CEN. DIV. 05, 1,371	O	15
Langham, CEN. DIV. 11, 1,193	K	6
Lanigan, CEN. DIV. 11, 1,698	M	9
Leader, CEN. DIV. 08, 1,130	O	2
Lemberg, CEN. DIV. 05, 437	P	12
Lloydminster (pt), CEN. DIV. 17, 7,155	H	2
Lumsden, CEN. DIV. 06, 1,369	P	10
Maidstone, CEN. DIV. 17, 1,112	I	3
Macklin, CEN. DIV. 13, 1,131	K	1
Maple Creek, CEN. DIV. 04, 2,452	Q	2
Martensville, CEN. DIV. 11, 2,760	L	7
Meadow Lake, CEN. DIV. 17, 3,976	E	2
Melfort, CEN. DIV. 14, 6,078	J	10
Melville, CEN. DIV. 05, 5,123	O	13
Moose Jaw, CEN. DIV. 07, 35,073	P	8
Moosomin, CEN. DIV. 05, 2,557	Q	15
Nipawin, CEN. DIV. 14, 4,588	I	11
Nokomis, CEN. DIV. 11, 538	M	9
Norquay, CEN. DIV. 09, 575	L	14
North Battleford, CEN. DIV. 16, 14,876	J	4
Outlook, CEN. DIV. 11, 2,137	M	6
Oxbow, CEN. DIV. 01, 1,229	S	14
Pilot Butte, CEN. DIV. 06, 1,387	P	10
Preeceville, CEN. DIV. 09, 1,272	L	13
Prince Albert, CEN. DIV. 15, 33,686	I	8
Radville, CEN. DIV. 02, 960	S	10
Redvers, CEN. DIV. 01, 924	S	15
Regina, CEN. DIV. 06, 175,064	P	10
Rose Valley, CEN. DIV. 14, 501	L	11
Rosetown, CEN. DIV. 12, 2,663	M	4
Rosthern, CEN. DIV. 15, 1,594	J	7
Saskatoon, CEN. DIV. 11, 177,641	L	7
Semans, CEN. DIV. 10, 356	N	10
Shaunavon, CEN. DIV. 04, 2,153	R	4
Shellbrook, CEN. DIV. 16, 1,238	I	7
Spiritwood, CEN. DIV. 16, 1,025	H	5
Swift Current, CEN. DIV. 08, 15,666	Q	4
Tisdale, CEN. DIV. 14, 3,184	J	11
Unity, CEN. DIV. 13, 2,471	K	3
Wadena, CEN. DIV. 10, 1,602	L	11
Wakaw, CEN. DIV. 15, 1,010	J	8
Warman, CEN. DIV. 11, 2,455	K	7
Watrous, CEN. DIV. 11, 1,953	M	8
Watson, CEN. DIV. 10, 964	L	10
Weyburn, CEN. DIV. 02, 10,153	R	11
Whitewood, CEN. DIV. 05, 1,107	P	14
Wilkie, CEN. DIV. 13, 1,526	K	3
Wynyard, CEN. DIV. 10, 2,079	M	10
Yorkton, CEN. DIV. 09, 15,574	N	13


ALBERTA
LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARIES
CENSUS DIVISION BOUNDARIES
CENSUS METROPOLITAN AREAS
PLACE WITH 1000+ POPULATION
Scale: 1 Inch = 93 Kilometers or 58 Miles
NORTHWEST TERRITORIES
CEN. DIV. 17
CEN. DIV. 16
High Level
Fort Vermilion
Manning
Peace River
Fort McMurray
Fairview
Grimshaw
Spirit River
Rycroft
Sexsmith
CEN. DIV. 19
Beaverlodge
Falher
Wembley
Grande Prairie
High Prairie
Slave Lake
Athabasca
Lac La Biche
Swan Hills
Valleyview
CEN. DIV. 18
Fox Creek
Grande
Barrhead
CEN. DIV. 13
CEN. DIV. 12
Whitecourt
Westlock
Hinton
Edson
Mayerthorpe
CEN. DIV. 15
CEN. DIV. 14
CEN. DIV. 11
A
A
Scale: 1 Inch = 243 Kilometers or 152 Miles
Grand Centre
Smoky Lake
CEN. DIV. 12
Bonnyville
CEN. DIV. 16
St. Paul
Elk Point
CEN. DIV. 13
Edmonton See Inset
Lamont
Two Hills
Bruderheim
CEN. DIV. 10
Vegreville
Drayton Valley
CEN. DIV. 11
Tofield
Lloydminster (pt)
Vermilion
CEN. DIV. 14
Viking
Wetaskiwin
Beaumont
Camrose
Wainwright
Killam
Sedgewick
Rimbey
Ponoka
CEN. DIV. 08
Blackfalds
CEN. DIV. 09
Eckville
CEN. DIV. 07
Provost
Rocky Mountain House
Sylvan Lake
Lacombe
Stettler
Red Deer
Castor
Innisfail
Penhold
Coronation
Sundre
Olds
CEN. DIV. 05
CEN. DIV. 04
CEN. DIV. 06
Didsbury
Three Hills
CEN. DIV. 15
Carstairs
Hanna
Crossfield
Drumheller
Airdrie
Cochrane
Canmore
Strathmore
Calgary
Bassano
Black Diamond
Turner Valley
Okotoks
Brooks
CEN. DIV. 01
High River
Vulcan
Nanton
Redcliff
Vauxhall
Medicine Hat
Picture Butte
Claresholm
Lethbridge
Taber
Bow Island
Crowsnest Pass
Coaldale
Fort Mac Leod
Pincher Creek
Raymond
MaGrath
Cardston
CEN. DIV. 03
CEN. DIV. 02
MONTANA
UNITED STATES
BRITISH COLUMBIA
SASKATCHEWAN
N
CEN. DIV. 11 EDMONTON INSET
Redwater
Bon Accord
Fort Saskatchewan
Morinville
Gibbons
St. Albert
Stony Plain
Edmonton
Spruce Grove
Devon
Leduc
Calmar
Millet
Scale: 1 Inch = 75 Kilometers or 47 Miles
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T

Printed in U.S.A.

"Copyright ©, 1988 Audit Bureau of Circulations. All rights reserved."

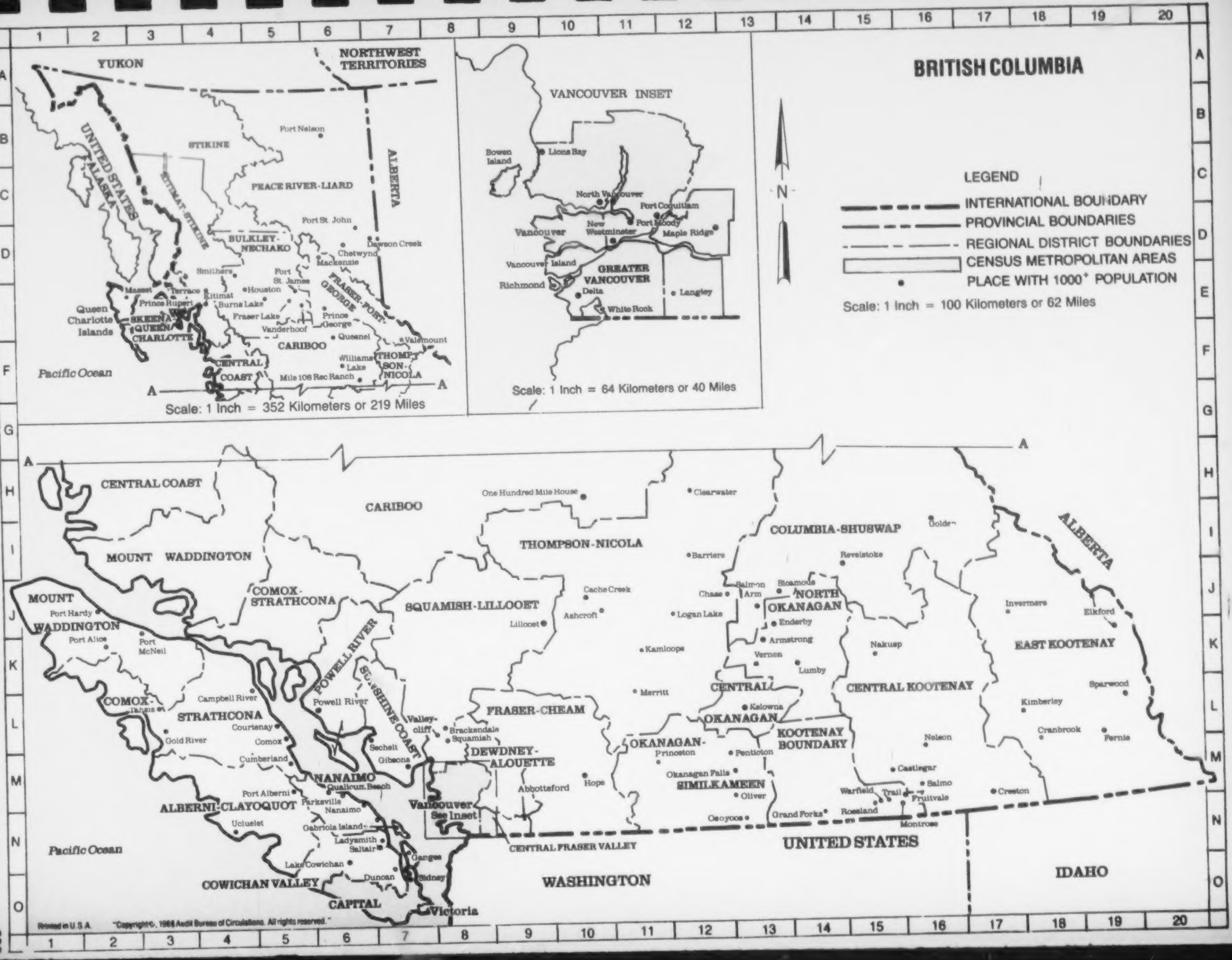
CENSUS DIVISIONS AND TOWNS

The following lists census divisions then towns and census divisions - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000+ (Census) population.

ALBERTA
2,365,825

CEN. DIV. 01	56,592	R	14
CEN. DIV. 02	115,739	Q	12
CEN. DIV. 03	34,970	R	9
CEN. DIV. 04	12,376	N	14
CEN. DIV. 05	38,805	O	10
CEN. DIV. 06	715,605	N	9
CEN. DIV. 07	40,681	K	13
CEN. DIV. 08	116,611	K	9
CEN. DIV. 09	15,999	L	6
CEN. DIV. 10	79,745	I	13
CEN. DIV. 11	807,504	I	9
CEN. DIV. 12	43,907	G	13
CEN. DIV. 13	54,973	F	4
CEN. DIV. 14	25,309	G	3
CEN. DIV. 15	22,794	N	7
CEN. DIV. 16	48,779	C	5
CEN. DIV. 17	48,852	C	3
CEN. DIV. 18	13,587	F	2
CEN. DIV. 19	72,997	E	2

Airdrie, CEN. DIV. 06, 10,390	N	9
Athabasca, CEN. DIV. 13, 1,970	F	5
Barrhead, CEN. DIV. 13, 3,991	G	4
Bassano, CEN. DIV. 02, 1,186	O	11
Beaumont, CEN. DIV. 11, 3,944	J	10
Beaverlodge, CEN. DIV. 19, 1,808	E	2
Black Diamond, CEN. DIV. 06, 1,486	P	8
Blackfalds, CEN DIV. 08, 1,688	L	10
Bon Accord, CEN. DIV. 11, 1,355	Q	3
Bonnyville, CEN. DIV. 12, 5,470	G	14
Bow Island, CEN. DIV. 01, 1,650	R	13
Brooks, CEN. DIV. 02, 9,464	P	12
Bruderheim, CEN. DIV. 10, 1,131	I	11
Calgary, CEN. DIV. 06, 636,104	O	9
Calmar, CEN. DIV. 11, 1,087	S	2
Camrose, CEN. DIV. 10, 12,968	J	11
Canmore, CEN. DIV. 15, 4,182	O	7
Cardston, CEN. DIV. 03, 3,497	T	10
Carstairs, CEN. DIV. 06, 1,629	N	9
Castor, CEN. DIV. 07, 1,030	L	12
Claresholm, CEN. DIV. 03, 3,382	R	9
Coaldale, CEN. DIV. 02, 4,796	R	11
Cochrane, CEN. DIV. 06, 4,190	N	8
Cold Lake, CEN. DIV. 12, 3,195	G	15
Coronation, CEN. DIV. 07, 1,310	M	13
Crossfield, CEN. DIV. 06, 1,402	N	9
Crowsnest Pass, CEN. DIV. 15, 6,912	R	8
Devon, CEN. DIV. 11, 3,691	S	2
Didsbury, CEN. DIV. 06, 3,184	M	9
Drayton Valley, CEN. DIV. 11, 5,290	I	7
Drumheller, CEN DIV. 05, 6,366	N	11
Eckville, CEN. DIV. 08, 853	L	8
Edmonton, CEN. DIV. 11, 573,982	Q	4
Edson, CEN. DIV. 14, 7,323	G	3
Elk Point, CEN. DIV. 12, *1,318*	H	14
Fairview, CEN. DIV. 19, 2,998	E	2
Falher, CEN. DIV. 19, 1,178	E	3
Fort MacLeod, CEN. DIV. 03, 3,123	R	10
Fort McMurray, CEN. DIV. 16, 34,949	D	6
Fort Saskatchewan, CEN. DIV. 11, 11,983	Q	4
Fort Vermilion, CEN. DIV. 17, 823	C	4
Fox Creek, CEN. DIV. 18, 2,068	F	3
Gibbons, CEN. DIV. 11, 2,335	Q	3
Grand Centre, CEN. DIV. 12, 3,655	G	15
Grande Cache, CEN. DIV. 18, 3,646	F	2
Grande Prairie, CEN. DIV. 19, 26,471	E	2
Grimshaw, CEN. DIV. 19, 2,579	D	2
Hanna, CEN. DIV. 04, 3,017	N	12
High Level, CEN. DIV. 17, 3,004	B	3
High Prairie, CEN. DIV. 17, 2,817	E	4
High River, CEN. DIV. 06, 5,096	P	9
Hinton, CEN. DIV. 14, 8,629	G	2
Innisfail, CEN. DIV. 08, 5,535	L	9
Killam, CEN. DIV. 07, 1,032	K	12
Lac La Biche, CEN. DIV. 16, 2,553	F	5
Lacombe, CEN. DIV. 08, 6,080	L	9
Lamont, CEN. DIV. 10, 1,576	H	11
Leduc, CEN. DIV. 11, 13,126	S	2
Lethbridge, CEN. DIV. 02, 58,841	R	11
Lloydminster (pt), CEN. DIV. 10, 10,201	J	15
MaGrath, CEN. DIV. 03, 1,637	S	10
Manning, CEN. DIV. 17, 1,144	D	3
Mayerthorpe, CEN. DIV. 13, 1,414	G	4
Medicine Hat, CEN. DIV. 01, 41,804	Q	14
Millet, CEN. DIV. 11, 1,520	S	3
Morinville, CEN. DIV. 11, 5,364	Q	2
Nanton, CEN. DIV. 03, 1,562	Q	9
Okotoks, CEN. DIV. 06, 5,214	P	9
Olds, CEN. DIV. 06, 4,871	M	9
Peace River, CEN DIV. 19, 6,288	D	3
Penhold, CEN. DIV. 08, 1,580	L	9
Picture Butte, CEN. DIV. 02, 1,576	R	11
Pincher Creek, CEN. DIV. 03, 3,800	S	9
Ponoka, CEN. DIV. 08, 5,473	K	10
Provost, CEN. DIV. 07, 1,725	L	15
Raymond, CEN. DIV. 02, 2,957	R	11
Red Deer, CEN. DIV. 08, 54,425	L	9
Redcliff, CEN. DIV. 01, 3,834	Q	3
Redwater, CEN. DIV. 11, 1,982	P	5
Rimbey, CEN. DIV. 08, 1,786	K	9
Rocky Mountain House, CEN. DIV. 09 5,182	L	8
Rycroft, CEN. DIV. 19, 627	E	2
Sedgewick, CEN. DIV. 07, 877	K	13
Sexsmith, CEN. DIV. 19, 1,256	E	2
Slave Lake, CEN. DIV. 17, 5,429	F	5
Smoky Lake, CEN. DIV. 12, 1,036	G	11
Spirit River, CEN. DIV. 19, 1,086	E	2
Spruce Grove, CEN. DIV. 11, 11,918	R	2
Stettler, CEN. DIV. 07, 5,147	L	11
Stony Plain, CEN. DIV. 11, 5,802	R	1
Strathmore, CEN. DIV. 05, 3,544	O	10
St. Albert, CEN. DIV. 11, 36,710	Q	3
St. Paul, CEN. DIV. 12, 5,030	H	13
Sundre, CEN. DIV. 06, 1,712	M	8
Swan Hills, CEN. DIV. 17, 2,403	F	4
Sylvan Lake, CEN. DIV. 08, 3,937	L	9
Taber, CEN. DIV. 02, 6,382	R	12
Three Hills, CEN. DIV. 05, 2,528	M	10
Tofield, CEN. DIV. 10, 1,483	I	11
Turner Valley, CEN. DIV. 06, 1,271	P	8
Two Hills, CEN. DIV. 10, 1,127	I	13
Valleyview, CEN. DIV. 18, 1,987	F	3
Vauxhall, CEN. DIV. 02, 991	Q	12
Vegreville, CEN. DIV. 10, 5,276	I	12
Vermilion, CEN. DIV. 10, 3,879	J	14
Viking, CEN. DIV. 10, 1,160	J	12
Vulcan, CEN. DIV. 05, 1,420	P	10
Wainwright, CEN. DIV. 07, 4,665	K	14
Wembley, CEN. DIV. 19, 1,208	E	2
Westlock, CEN. DIV. 13, 4,532	F	5
Wetaskiwin, CEN. DIV. 11, 10,071	J	11
Whitecourt, CEN. DIV. 13, 5,737	G	4


BRITISH COLUMBIA
LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARIES
REGIONAL DISTRICT BOUNDARIES
CENSUS METROPOLITAN AREAS
PLACE WITH 1000+ POPULATION
Scale: 1 Inch = 100 Kilometers or 62 Miles
N
YUKON
NORTHWEST TERRITORIES
ALBERTA
UNITED STATES ALASKA
STIKINE
KITIMAT-STIKINE
PEACE RIVER-LIARD
BULKLEY-NECHAKO
FRASER-FORT GEORGE
SKEENA QUEEN CHARLOTTE
CENTRAL COAST
CARIBOO
THOMPSON-NICOLA
Fort Nelson
Fort St. John
Dawson Creek
Chetwynd
Mackenzie
Smithers
Fort St. James
Houston
Masset
Terrace
Kitimat
Prince Rupert
Burns Lake
Fraser Lake
Vanderhoof
Prince George
Quesnel
Valemount
Williams Lake
Mile 108 Rec Ranch
Queen Charlotte Islands
Pacific Ocean
A
A
Scale: 1 Inch = 352 Kilometers or 219 Miles
VANCOUVER INSET
Bowen Island
Lions Bay
North Vancouver
Port Coquitlam
Port Moody
Vancouver
New Westminster
Maple Ridge
Vancouver Island
GREATER VANCOUVER
Richmond
Delta
Langley
White Rock
Scale: 1 Inch = 64 Kilometers or 40 Miles
A
A
CENTRAL COAST
CARIBOO
MOUNT WADDINGTON
COMOX-STRATHCONA
SQUAMISH-LILLOOET
THOMPSON-NICOLA
COLUMBIA-SHUSWAP
ALBERTA
MOUNT WADDINGTON
Port Hardy
Port Alice
Port McNeil
POWELL RIVER
SUNSHINE COAST
Powell River
COMOX-
Tahsis
STRATHCONA
Campbell River
Courtenay
Comox
Gold River
Cumberland
NANAIMO
Qualicum Beach
Port Alberni
Parksville
Nanaimo
ALBERNI-CLAYOQUOT
Ucluelet
Gabriola Island
Ladysmith
Saltair
Lake Cowichan
Duncan
Gangee
Sidney
COWICHAN VALLEY
CAPITAL
Victoria
Pacific Ocean
Sechelt
Gibsons
Valleycliff
Brackendale
Squamish
FRASER-CHEAM
DEWDNEY-ALOUETTE
Vancouver See Inset
Abbottsford
Hope
CENTRAL FRASER VALLEY
WASHINGTON
One Hundred Mile House
Clearwater
Barriere
Lillooet
Cache Creek
Ashcroft
Logan Lake
Kamloops
Merritt
Chase
Salmon Arm
Sicamous
NORTH OKANAGAN
Enderby
Armstrong
Vernon
Lumby
CENTRAL OKANAGAN
Kelowna
OKANAGAN-SIMILKAMEEN
Princeton
Penticton
Okanagan Falls
Oliver
Osoyoos
KOOTENAY BOUNDARY
Grand Forks
Revelstoke
Golden
Nakusp
CENTRAL KOOTENAY
Nelson
Castlegar
Salmo
Warfield
Trail
Fruitvale
Rossland
Montrose
Creston
Invermere
EAST KOOTENAY
Kimberley
Cranbrook
Elkford
Sparwood
Fernie
UNITED STATES
IDAHO
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
A
B
C
D
E
F
G
H
I
J
K
L
M
N
O

Printed in U.S.A.

"Copyright ©, 1986 Audit Bureau of Circulations. All rights reserved."

REGIONAL DISTRICTS AND TOWNS

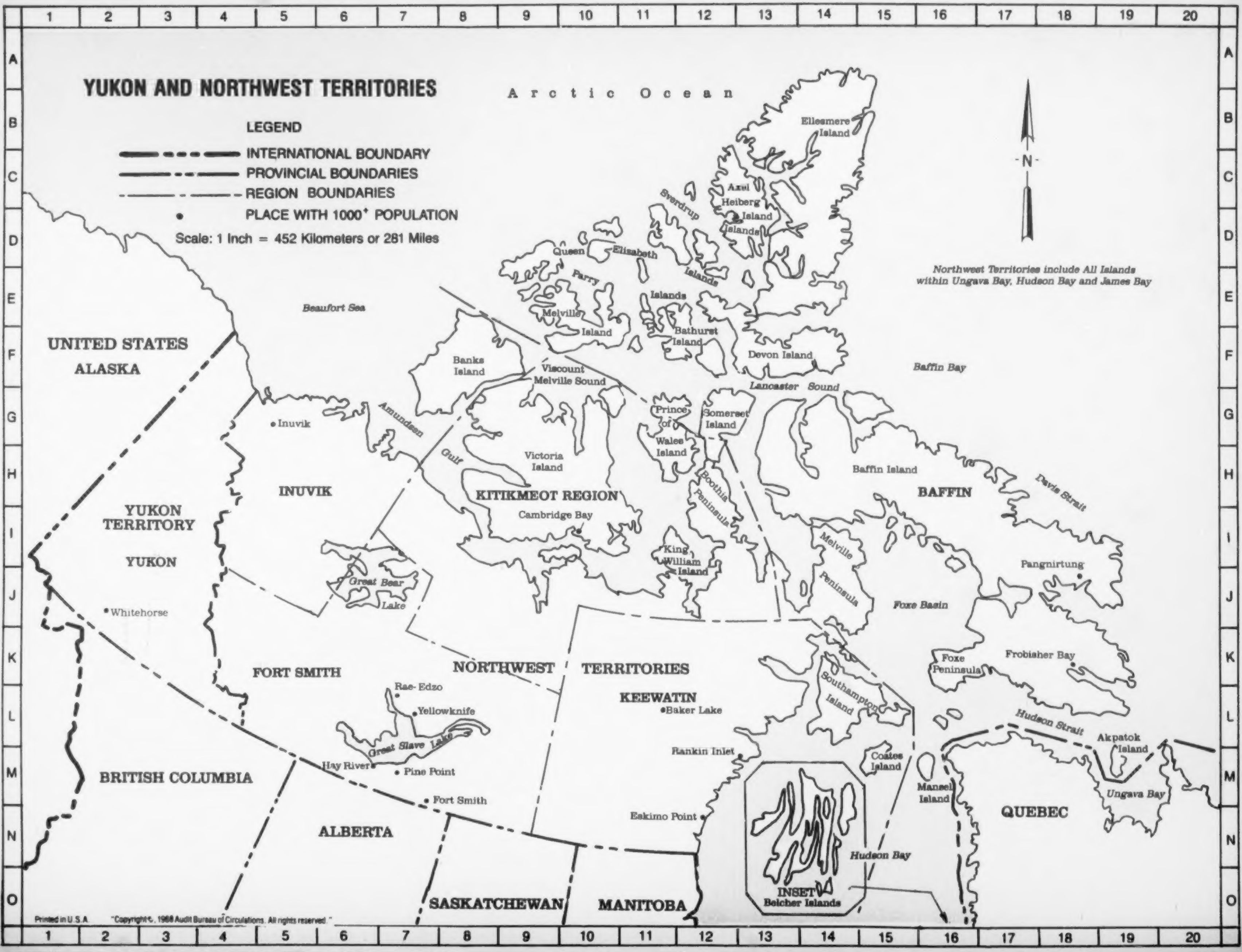
The following lists regional districts then towns and regional districts - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000+ (Census) population.

BRITISH COLUMBIA
2,883,367

ALBERNI-CLAYOQUOT	30,341	M	4
BULKLEY-NECHAKO	37,470	E	5
CAPITAL	264,614	O	6
CARIBOO	59,495	H	8
CENTRAL COAST	3,120	H	3
CENTRAL FRASER VALLEY	136,892	N	9
CENTRAL KOOTENAY	49,110	L	16
CENTRAL OKANAGAN	89,730	L	13
COLUMBIA-SHUSWAP	39,917	I	15
COMOX-STRATHCONA	71,145	L	4
COWICHAN VALLEY	52,466	N	6
DEWDNEY-ALOUETTE	69,494	M	9
EAST KOOTENAY	53,089	K	18
FRASER-FORT GEORGE	89,377	E	6
FRASER-CHEAM	57,965	M	10
GREATER VANCOUVER	1,266,152	D	11
KITIMAT-STIKINE	39,483	D	4
KOOTENAY BOUNDARY	30,335	M	14
MOUNT WADDINGTON	14,934	J	3
NANAIMO	82,180	M	6
NORTH OKANAGAN	54,820	K	14
OKANAGAN-SIMILKAMEEN	59,089	M	12
PEACE RIVER-LIARD	57,278	C	6
POWELL RIVER	18,374	K	6
SKEENA-QUEEN CHARLOTTE	23,061	D	3
SQUAMISH-LILLOOET	17,891	K	8
STIKINE	2,022	B	3
SUNSHINE COAST	16,758	L	7
THOMPSON-NICOLA	96,805	J	11

Abbotsford, CENTRAL FASER VALLEY, 14,496	N	9
Armstrong, NORTH OKANAGAN, 2,706	K	13
Ashcroft, THOMPSON-NICOLA, 1,914	J	10
Barriere, THOMPSON-NICOLA, *1,204*	I	12
Bowen Island, GREATER VANCOUVER, *1,447*	C	9
Brackendale, SQUAMISH-LILLOOET, *1,973*	L	8
Burns Lake, BULKLEY-NECHAKO, 1,723	E	5
Cache Creek, THOMPSON-NICOLA, 1,147	J	10
Campbell River, COMOX-STRATHCONA 15,986	K	5
Castlegar, CENTRAL KOOTENAY, 6,385	M	15
Chase, THOMPSON-NICOLA, 1,933	J	13
Chetwynd, PEACE RIVER-LIARD, 2,774	D	6
Clearwater, THOMPSON-NICOLA, *1,375*	H	12
Comox, COMOX-STRATHCONA, 6,873	L	5
Courtenay, COMOX-STRATHCONA, 9,631	L	5
Cranbrook, EAST KOOTENAY, 15,893	M	18
Creston, CENTRAL KOOTENAY, 4,098	M	17
Cumberland, COMOX-STRATHCONA, 1,853	M	5
Dawson Creek, PEACE RIVER-LIARD 10,544	D	7
Duncan, COWICHAN VALLEY, 4,039	N	7
Elkford, EAST KOOTENAY, 3,187	K	19
Enderby, NORTH OKANAGAN, 1,714	J	13
Fernie, EAST KOOTENAY, 5,188	L	19
Fort Nelson, PEACE RIVER-LIARD, 3,729	B	6
Fort St. James, BULKLEY-NECHAKO, 1,983	E	5
Fort St. John, PEACE RIVER-LIARD, 13,355	D	6
Fraser Lake, BULKLEY-NECHAKO, 1,182	E	5
Fruitvale, KOOTENAY BOUNDARY, 1,932	M	16
Gabriola Island, NANAIMO, *2,066*	M	6
Ganges, CAPITAL, *1,133*	N	7
Gibsons, SUNSHINE COAST, 2,675	M	6
Gold River, COMOX-STRATHCONA, 1,879	L	3
Golden, COLUMBIA-SHUSWAP, 3,584	I	16
Grand Forks, KOOTENAY BOUNDARY, 3,282	N	14
Hope, FRASER-CHEAM, 3,046	M	10
Houston, BULKLEY-NECHAKO, 3,905	E	5
Invermere, EAST KOOTENAY, 1,998	J	17
Kamloops, THOMPSON-NICOLA, 61,773	K	11
Kelowna, CENTRAL OKANAGAN, 61,213	K	13
Kimberley, EAST KOOTENAY, 6,732	M	16
Kitimat, KITIMAT-STIKINE, 11,196	E	4
Ladysmith, COWICHAN VALLEY, 4,393	N	7
Lake Cowichan, COWICHAN VALLEY, 2,170	N	6
Langley, CENTRAL FRASER VALLEY 16,557	N	9
Lillooet, SQUAMISH-LILLOOET, 1,758	J	9
Lions Bay, GREATER VANCOUVER, 1,152	B	9
Logan Lake, THOMPSON-NICOLA, 2,001	J	12
Lumby, NORTH OKANAGAN, 1,181	K	14
MacKenzie, FRAZER-FORT GEORGE, 5,542	D	6
Masset, SKEENA-QUEEN CHARLOTTE, 1,529	E	2
Merritt, THOMPSON-NICOLA, 6,180	L	11
Mile 108 Rec Ranch, CARIBOO, *1,511*	F	6
Montrose, KOOTENAY BOUNDARY, 1,183	N	15
Nakusp, CENTRAL KOOTENAY, 1,410	K	15
Nanaimo, NANAIMO, 49,029	M	6
Nelson, CENTRAL KOOTENAY, 8,113	M	16
New Westminster, GREATER VANCOUVER 39,972	D	11
North Vancouver, GREATER VANCOUVER 35,968	C	11
Okanagan Falls, OKANAGAN-SIMILKAMEEN, *1,101*	M	13
Oliver, OKANAGAN-SIMILKAMEEN, 1,963	M	13
One Hundred Mile House, CARIBOO, 1,692	H	10
Osoyoos, OKANAGAN-SIMILKAMEEN 2,956	N	13
Parksville, NANAIMO, 5,828	M	6
Penticton, OKANAGAN-SIMILKAMEEN 23,588	M	13
Port Alberni, ALBERNI-CLAYOQUOT 18,241	M	5
Port Alice, MOUNT WADDINGTON, 1,387	J	3
Port Coquitlam, GREATER VANCOUVER 29,115	D	11
Port Hardy, MOUNT WADDINGTON, 5,389	K	2
Port McNeil, MOUNT WADDINGTON, 2,559	J	2
Port Moody, GREATER VANCOUVER 15,754	D	11
Powell River, POWELL RIVER, 12,440	L	6
Prince George, FRASER-FORT GEORGE 67,621	E	6
Prince Rupert, SKEENA-QUEEN CHARLOTTE, 15,755	E	4
Princeton, OKANAGAN-SIMILKAMEEN 2,910	M	11
Qualicum Beach, NANAIMO, 3,410	M	6
Quesnel, CARIBOO, 8,358	F	6
Revelstoke, COLUMBIA-SHUSWAP, 8,279	I	15
Richmond, GREATER VANCOUVER, 108,492	E	10
Rossland, KOOTENAY BOUNDARY, 3,472	N	15
Salmon Arm, COLUMBIA-SHUSWAP, 11,199	J	13
Salmo, CENTRAL KOOTENAY, 1,014	M	16
Saltair, COWICHAN VALLEY, *1,429*	N	7
Sechelt, SUNSHINE COAST, 1,224	L	6
Sicamous, COLUMBIA-SHUSWAP, *2,004*	J	13
Sidney, CAPITAL, 8,982	O	7
Smithers, BULKLEY-NECHAKO, 4,713	D	4
Sparwood, EAST KOOTENAY, 4,540	L	19
Squamish, SQUAMISH-LILLOOET, 10,157	L	8
Tahsis, COMOX-STRATHCONA, 1,445	L	3
Terrace, KITIMAT-STIKINE, 10,532	E	4
Trail, KOOTENAY BOUNDARY, 7,948	M	15
Ucluelet, ALBERNI-CLAOQUOT, 1,512	N	4
Valemount, FRASER-FORT GEORGE, 1,161	F	7
Valleycliff, SQUAMISH-LILLOOET, *2,326*	L	8
Vancouver, GREATER VANCOUVER, 431,147	D	10
Vanderhoof, BULKLEY-NECHAKO, *2,323*	E	5
Vernon, NORTH OKANAGAN, 20,241	K	13
Victoria, CAPITAL, 66,303	N	7
Warfield, KOOTENAY BOUNDARY, 1,840	M	15
White Rock, GREATER VANCOUVER 14,387	E	11
Williams Lake, CARIBOO, 10,280	F	6

YUKON AND NORTHWEST TERRITORIES


LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARIES
REGION BOUNDARIES
PLACE WITH 1000⁺ POPULATION
Scale: 1 Inch = 452 Kilometers or 281 Miles
Arctic Ocean
N
Northwest Territories include All Islands within Ungava Bay, Hudson Bay and James Bay
Ellesmere Island
Axel Heiberg Island
Sverdrup Islands
Queen Elizabeth Islands
Parry Islands
Melville Island
Bathurst Island
Devon Island
Beaufort Sea
Banks Island
Viscount Melville Sound
Lancaster Sound
Baffin Bay
UNITED STATES
ALASKA
Amundsen Gulf
Inuvik
Prince of Wales Island
Somerset Island
Victoria Island
Baffin Island
Boothia Peninsula
INUVIK
KITIKMEOT REGION
Cambridge Bay
BAFFIN
Davis Strait
YUKON TERRITORY
YUKON
King William Island
Melville Peninsula
Pangnirtung
Great Bear Lake
Whitehorse
Foxe Basin
FORT SMITH
NORTHWEST TERRITORIES
Foxe Peninsula
Frobisher Bay
Rae-Edzo
KEEWATIN
Baker Lake
Southampton Island
Yellowknife
Hudson Strait
Akpatok Island
Great Slave Lake
Rankin Inlet
Coates Island
Hay River
Pine Point
BRITISH COLUMBIA
Mansel Island
Ungava Bay
Fort Smith
QUEBEC
Eskimo Point
ALBERTA
Hudson Bay
INSET
Belcher Islands
SASKATCHEWAN
MANITOBA
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
A
B
C
D
E
F
G
H
I
J
K
L
M
N
O

Printed in U.S.A.

"Copyright ©, 1988 Audit Bureau of Circulations. All rights reserved."

REGIONS AND TOWNS

The following lists regions then towns and regions - in alphabetical order by province. 1986 Census population and map reference coordinates also appear. Census figures are shown in italics for unincorporated communities. Only those towns are included which have 1000 + (Census) population.

NORTHWEST TERRITORIES

52,238

BAFFIN	9,975	H	16
FORT SMITH	25,116	K	5
INUVIK	8,411	H	5
KEEWATIN	4,986	L	11
KITIKMEOT	3,750	H	10

Baker Lake, KEEWATIN, 1,009	L	11
Cambridge Bay, KITIKMEOT, 1,002	I	10
Eskimo Point, KEEWATIN, 1,189	N	14
Fort Smith, FORT SMITH, 2,460	M	7
Frobisher Bay, BAFFIN, 2,947	K	18
Hay River, FORT SMITH, 2,964	M	6
Inuvik, INUVIK, 3,389	G	5
Pangnirtung, BAFFIN, 1,004	J	18
Pine Point, FORT SMITH, 1,558	M	7
Rae-Edzo, FORT SMITH, 1,378	L	7
Rankin Inlet, KEEWATIN, 1,374	M	13
Yellowknife, FORT SMITH, 11,753	L	7

YUKON TERRITORY

23,504

YUKON	23,504	I	2

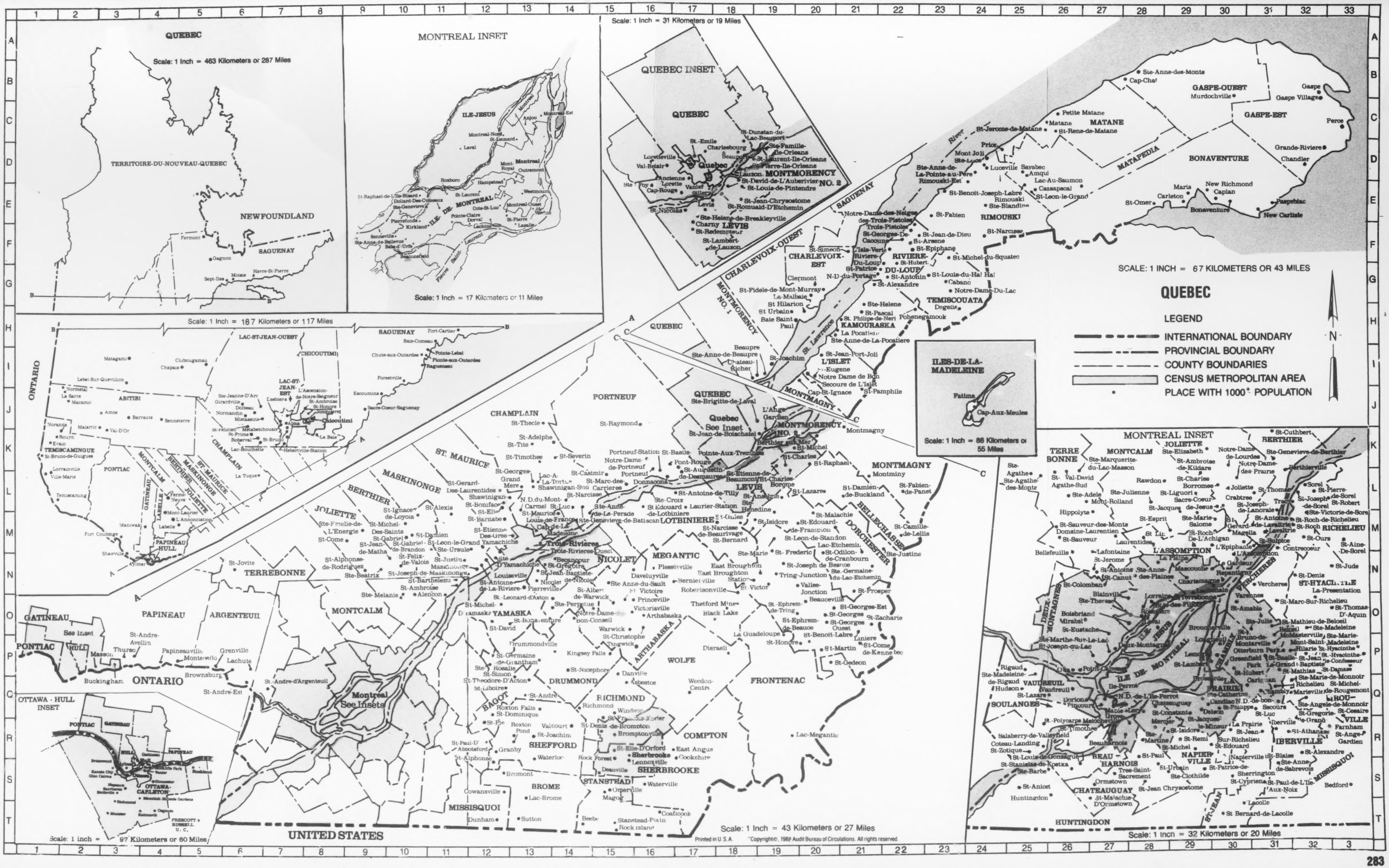
Whitehorse, YUKON, 15,199	J	3

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968
Phone: 708/605-0909 FAX: 708/605-0483

Member Service Offices:

New York:
420 Lexington Ave.
Suite 2816
10170-2816
212/867-8992

Toronto:
151 Bloor Street W.
Suite 850
M5S 1S4
416/962-5840


QUEBEC
Scale: 1 Inch = 463 Kilometers or 287 Miles
TERRITOIRE-DU-NOUVEAU-QUEBEC
NEWFOUNDLAND
SAGUENAY
Fermont
Gagnon
Sept-Iles
Moisie
Havre-St-Pierre
MONTREAL INSET
ILE-JESUS
Laval
Montreal-Nord
St-Leonard
Anjou
Montreal-Est
Montreal
Mont-Royal
Outremont
Roxboro
Hampstead
Westmount
ILE-DE-MONTREAL
St-Laurent
Cote-St-Luc
Pointe-Claire
Dorval
Lachine
Verdun
St-Pierre
Lasalle
Pierrefonds
Kirkland
Senneville
Ste-Anne-de-Bellevue
Baie-d'Urfe
Beaconsfield
Fleuve Saint-Laurent
Scale: 1 Inch = 17 Kilometers or 11 Miles
Scale: 1 Inch = 31 Kilometers or 19 Miles
QUEBEC INSET
QUEBEC
St-Emile
Charlesbourg
Beauport
Loretteville
Val-Belair
Quebec
Ancienne Lorette
Ste Foy
Cap-Rouge
Vanier
Sillery
Levis
Lauzon
St-Nicolas
MONTMORENCY NO. 2
Ste-Famille-Ile-Orleans
St-Laurent-Ile-Orleans
St-Pierre-Ile-Orleans
St-David-de-L'Auberiviere
St-Louis-de-Pintendre
St-Jean-Chrysostome
St-Romuald-D'Etchemin
Ste-Helene-de-Breakeyville
Charny
LEVIS
St-Redempteur
St-Lambert-de-Lauzon
Scale: 1 Inch = 187 Kilometers or 117 Miles
ONTARIO
LAC-ST-JEAN-OUEST
SAGUENAY
CHICOUTIMI
LAC-ST-JEAN-EST
ABITIBI
TEMISCAMINGUE
PONTIAC
GATINEAU
LABELLE
PAPINEAU
HULL
MONTCALM
BERTHIER
JOLIETTE
MASKINONGE
ST-MAURICE
CHAMPLAIN
Matagami
Chibougamau
Chapais
Lebel-Sur-Quevillon
Amos
Barraute
Senneterre
Val-D'Or
Malartic
Noranda
Rouyn
Chicoutimi
Alma
Jonquiere
La Baie
Roberval
Dolbeau
La Tuque
Baie-Comeau
Port-Cartier
Pointe-Lebel
Forestville
Escoumins
Sacre-Coeur-Saguenay
Maniwaki
Mont-Laurier
Fort Coulonge
Shawville
Aylmer
QUEBEC
GASPE-OUEST
GASPE-EST
MATANE
MATAPEDIA
BONAVENTURE
RIMOUSKI
Ste-Anne-des-Monts
Cap-Chat
Murdochville
Gaspe
Gaspe Village
Perce
Grande-Riviere
Chandler
Matane
Petite Matane
St-Rene-de-Matane
Mont Joli
Price
Ste-Luce
Luceville
Sayabec
Amqui
Lac-Au-Saumon
Causapscal
St-Leon-le-Grand
Rimouski
Carleton
Maria
New Richmond
Caplan
Paspebiac
New Carlisle
St-Omer
SAGUENAY
CHARLEVOIX-OUEST
CHARLEVOIX-EST
MONTMORENCY NO. 1
MONTMORENCY NO. 2
RIVIERE-DU-LOUP
TEMISCOUATA
KAMOURASKA
L'ISLET
MONTMAGNY
BELLECHASSE
DORCHESTER
LEVIS
LOTBINIERE
MEGANTIC
BEAUCE
FRONTENAC
WOLFE
COMPTON
ARTHABASKA
NICOLET
YAMASKA
DRUMMOND
RICHMOND
SHERBROOKE
STANSTEAD
BROME
SHEFFORD
MISSISQUOI
BAGOT
PORTNEUF
CHAMPLAIN
ST. MAURICE
MASKINONGE
BERTHIER
JOLIETTE
MONTCALM
TERREBONNE
ARGENTEUIL
PAPINEAU
GATINEAU
PONTIAC
HULL
ONTARIO
UNITED STATES
Quebec See Inset
Montreal See Insets
Trois-Rivieres
Shawinigan
Grand Mere
La Tuque
Louiseville
Sherbrooke
Drummondville
Granby
Victoriaville
Thetford Mines
Riviere-du-Loup
La Malbaie
Montmagny
Lac-Megantic
Magog
Cowansville
Waterloo
Asbestos
St-Raymond
Donnacona
Buckingham
Gatineau
Masson
Thurso
Papineauville
Montebello
Grenville
Lachute
Brownsburg
St-Andre-Est
St-Jovite
SCALE: 1 INCH = 67 KILOMETERS OR 43 MILES
QUEBEC
LEGEND
INTERNATIONAL BOUNDARY
PROVINCIAL BOUNDARY
COUNTY BOUNDARIES
CENSUS METROPOLITAN AREA
PLACE WITH 1000+ POPULATION
N
ILES-DE-LA-MADELEINE
Fatima
Cap-Aux-Meules
Scale: 1 Inch = 88 Kilometers or 55 Miles
MONTREAL INSET
TERREBONNE
MONTCALM
JOLIETTE
BERTHIER
L'ASSOMPTION
DEUX-MONTAGNES
ILE-JESUS
ILE-DE-MONTREAL
VERCHERES
RICHELIEU
ST-HYACINTHE
ROUVILLE
CHAMBLY
LAPRAIRIE
IBERVILLE
NAPIERVILLE
ST-JEAN
MISSISQUOI
VAUDREUIL
SOULANGES
BEAUHARNOIS
CHATEAUGUAY
HUNTINGDON
Scale: 1 Inch = 32 Kilometers or 20 Miles
OTTAWA-HULL INSET
OTTAWA-CARLETON
PRESCOTT + RUSSELL U. C.
Scale: 1 inch = 97 Kilometers or 60 Miles
Scale: 1 Inch = 43 Kilometers or 27 Miles
Printed in U.S.A.

Copyright©, 198? Audit Bureau of Circulations. All rights reserved.

A3385-2 /